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MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VII PUBLICATION OFFICE: TORONTO, JANUARY, 1917 No. 1

THE SEASON'S NOVELTY

The Berkley

Slip End Scarf

ORIENTAL OMBRE SATINS

Crescent Manufacturing Company, Limited

MONTREAL, QUE.

MADE IN CANADA

Arrow *form-fit* Collars

Have the curve-cut which assures the perfect fit and sit in *both band* and *top*. This is the Arrow patented feature. Unless both band and top have the curved cut out the collar cannot be a true form fitting collar.

$1.20 *a doz.*

CLUETT, PEABODY & CO., Inc., Makers

MONTREAL TORONTO WINNIPEG VANCOUVER

Elegant style and excellent wearing qualities

Back that combination up with quick sales and good profits and you have the last cap proposition on the market, namely, *COOPER'S*.

Cooper Caps are always a little ahead in "up-to-datedness"; dealers stocking them are never at a loss to meet the requirements of the best-dressed men in town.

Our new showing is now all complete, ready for your consideration. Because of our wide connection we are enabled to offer you a splendid range of quick-selling models in a variety of materials. Every one is a winner. See them and be convinced.

The Cooper Cap Company

260 Spadina Ave., Toronto

Are you selling the Kitchener Suspender?

It's a mighty good proposition to tie to, one that will just naturally boost your 1917 suspender sales.

The Kitchener is made in two styles—the cord brace and the old style. Each pair is put up in a neatly colored patriotic box—the right idea to catch the eye and promote a sale.

Try the Kitchener Suspender.

It will make good.

The Monarch Suspender Co.

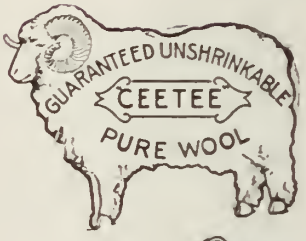
Toronto, Canada

A Letter Of Thanks

TO OUR CEETEE CUSTOMERS

First, we wish to fully express our appreciation of the patience, consideration, also co-operation, shown by our patrons this season just past.

We did not attempt to complete all orders, but distributed our output, so that every customer would at least have a portion of his order.



For the coming season, we hope to be in a position to take care of all orders entrusted to us.

Our travellers will begin showing our "CEETEE" samples, January 2nd.

The quality and weight will be the same high and exclusive standard as always, for we will not lower the quality of

"CEETEE" THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK

Neither does it irritate.

We wish you all a very prosperous season for 1917.

Yours faithfully,

(Signed) C. TURNBULL.

The C. Turnbull Co. of Galt, Limited

GALT, - ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

Your business success in 1917 rests upon the dependability of your sources of supply. Three big facts—big buying power: international distribution: tremendous production of four large mills—stand behind our claims of superior service.

WE start into 1917 with a manufacturing capacity that is greatly increased over a year ago. Our ability to serve you well during 1917 depends more than ever on having your orders early. Quick action is necessary on the part of the Buyer.

Our travellers are now out with a complete Range of Sweater Coats, Hosiery, Fancy Knitted Goods, and Hand Knitting Yarns.

SEE FOLLOWING PAGES

The Monarch Knitting Company, Ltd.
DUNNVILLE, CANADA

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Sweater Coats, Hosiery, etc.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

"Monarch-Knit" Sweater Coats

For Men and Boys

This Range offers you the largest variety, the best values, and the best styles shown anywhere. The feature of 1917 Sweater trade will be the Jumbo stitch. To handle the big demand for this line, we have doubled our capacity in this department, and are showing an excellent range at representative prices.

The original "Pullover Sweater" will regain a good deal of its one-time popularity during the coming season. Increases in the price of knitted coats will make the Pullover a logical and economical purchase for many of your customers. Consider this point when placing your order for Fall, 1917.

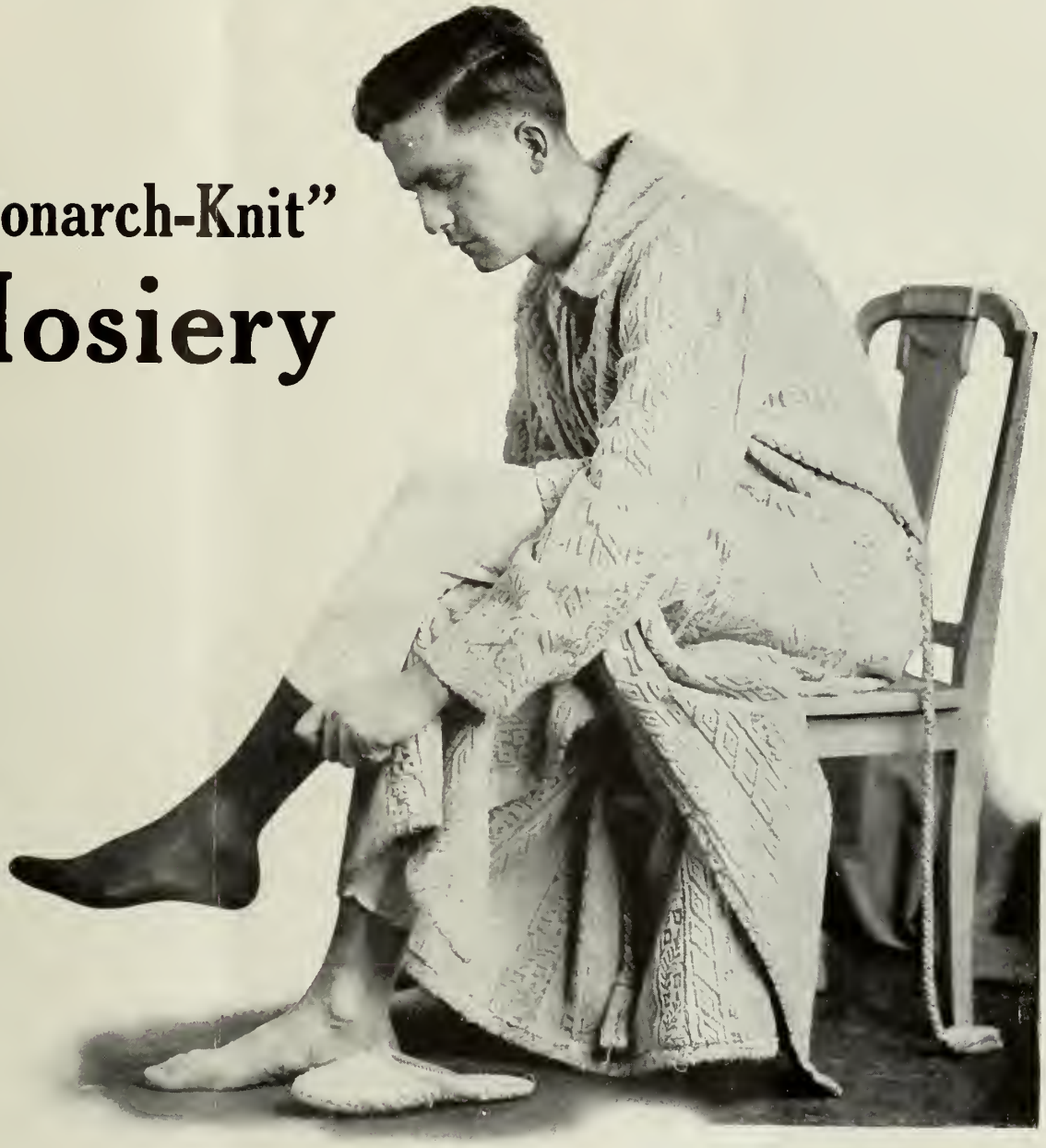
The Monarch Knitting Company, Ltd.

DUNNVILLE, CANADA

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Sweater Coats, Hosiery, etc.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

"Monarch-Knit" Hosiery



The very newness of this department has enabled us to produce a range that excells in points of finish and value. We were able to secure the last word in Hosiery Knitting Machinery, and to place in charge of this all-efficient Plant a man thoroughly experienced in every branch of Hosiery Manufacture.

The travellers are now showing a complete range of Men's, Women's and Children's fine quality silk, mercerized, and cashmere hosiery.

The Monarch Knitting Company, Ltd.

DUNNVILLE, CANADA

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Sweater Coats, Hosiery, etc.

If any advertisement interests you, tear it out now and place with letters to be answered.

Workmanship
Material
Fit

Let Imperial values dominate your underwear department.

The long wear, comfort and satisfaction-giving qualities of Imperial Underwear are the big selling points that never fail to move a stock quickly and profitably. We can honestly guarantee our patrons a maintenance of the well-known Imperial Standard of Quality despite the many raw material difficulties.

Ask your jobber for samples of Imperial, and note the *five big sales-getting features*—

Lap-Seam Shoulders,
Comfort-Fitting Collarette,
Snug-Fitting Flap,
Closed Crotch,
Improved Knit Cuffs and Anklets.

Imperial Underwear is made in combination and two-piece suits.

Write your jobber to-day.

Kingston Hosiery Company

KINGSTON, ONTARIO

Table Top Style G

The Taylor Cabinet End Rack

Made from oak or birch, and beautifully finished in mahogany stain.

Holds two rows of garments.

Table top for display purposes, and to give protection to the garments, 6′ long, 4′ 6″ or 5′ 6″ high.

A cabinet suitable for either suits or overcoats.

It is mounted on ball-bearing castors, enabling rack to be moved without trouble.

Can be used either in floor centre or against the wall. **Price, $15.00.**

The Taylor Manufacturing Company
43 Hughson Street Hamilton, Canada
Makers of Racks and Hangers

Nine Dollar SHIRTS

We have on hand material sufficient to make 500 dozen of the old values—splendid patterns—delivery February or March.

No Travellers will go out with these, but we will send swatches upon request to assist you in making your selections.

The Colonial Shirt Co.

KITCHENER, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Prepare for Spring's Special Measure Business!

We are now working on our new samples, and very shortly will be ready to send you swatches, showing the splendid patterns and remarkable values you can offer with *"Style-Craft"* Special Measure Service.

The *"Style-Craft"* Special Measure plan enables you to add to your regular trade, that of the man who requires special fitting. It gives you the service of the highest grade cutters, and of designers who are artists. It enables you to do a splendid clothing business on a very moderate capital investment.

Arrange for this *"Style-Craft"* Service now.

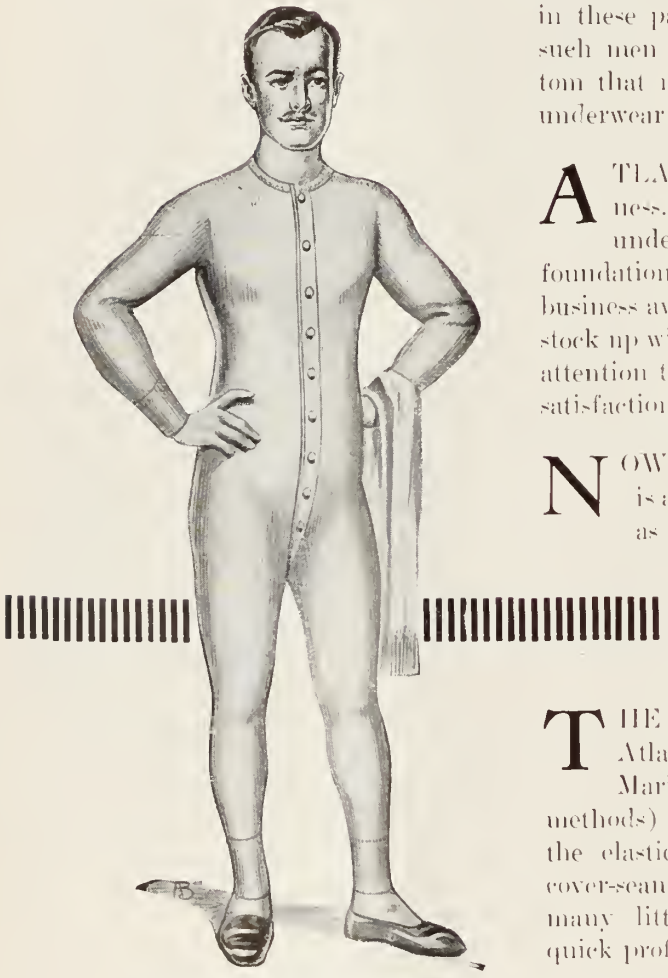
E. G. Hachborn & Company

50-54 YORK STREET
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Atlantic

—and the big reason why.



The fit of a new glove, the comfort of an old

MEN of discernment the country over are a-king for Atlantic Underwear because they recognize in it the underwear with the fashion and fit that denote real sound money's worth, the underwear that gives the long-wearing, comfortable service so necessary in these particular garments. The custom of such men is the custom worth while, the custom that means continued business and better underwear profits.

ATLANTIC dealers are getting this business. They are building up a bigger underwear department on the rock-fast foundation of Atlantic quality and this is the business awaiting you, ready to hand if you but stock up with Atlantic and draw your customers' attention to the fact that you are handling this satisfaction-giving line.

NOW, at the beginning of the New Year, is a good time to plan bigger things, and as far as your underwear department goes you cannot plan more surely or with better prospect of success than by resolving to feature Atlantic values.

THE unshrinkable qualities of every Atlantic garment (due to the use of Maritime wool and expert manufacturing methods) the snappy finish of every garment, the elastic roll collar, the flexible cuffs, the cover-seamed seams—these are a few of the many little superiority points that promote quick profit-making sales.

Resolve now to include Atlantic in your 1917 selling plans.

Atlantic Underwear, Limited

MONCTON, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Live Furnisher is Catering to the "Boys in Khaki"

Our line of Military Specialties is the most complete in Canada Battalion Pennants, Cushions, Photo Banners, Calendars, Sweater Crests, etc.

Steel Mirrors	Ties
Button Sticks	Handkerchiefs
Whistle Cords	Puttees
Lanyards	Haversacks
Whistles	Knife Straps
Swagger Sticks	Coat Straps
Canes	Bachelor Buttons
Whips	Overcoat and
Brass and Shoe Polishes	Tunic Buttons
Pencils	Eveready Flashlights
Playing Cards	Cap Covers
Money Belts	Cap Linings
Purses	

and dozens of other Soldiers' lines.

Send for a Catalogue.

Pugh Specialty Company
Limited
38-42 Clifford St., Toronto, Canada

Hanger 280

(*Made in Canada*)

Solid Maple Hanger in buff wax finish.

Holds Garment perfectly.

Bar for Trousers.

Ready for delivery at $7.50 per hundred.

The Taylor Manufacturing Company

43 Hughson Street, ∴ HAMILTON, Can.

Makers of Racks and Hangers

New Forms to Stimulate Your Clothing Business

Men's Coat Form at Left.
Sateen Covered, as cut $8.00
Black Jersey 6.00
Add for Arms 1.50
9 in. Base, Mahogany Finish.
Vest Form at Right.
Sateen Covered, as cut $5.50
Black Jersey Covering 4.00
7 in. Base, Iron.

Herewith we show two recent additions to our stock. The shaping is such as gives the right hang to the New Clothing Models. These forms, and our others, will enable your getting the effects you want.

Quick action will get individuality and quality into your display

A. S. Richardson & Co.
99 ONTARIO STREET ∴ TORONTO

The Lace Goods Co., Ltd.

Importers and Manufacturers' Agents

Handkerchiefs

We have a splendid line of men's Handkerchiefs in stock at the right prices.

KHAKI

HANDKERCHIEFS

All Qualities in Stock. Send for Samples. Get your order in early.

Mail Orders Receive Prompt Attention

The Lace Goods Co., Ltd.
Empire Building ∴ Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

THIS Pinch Back young men's overcoat has taken the market by storm and everybody has bought it for the Spring.

If you are not supplied yet, drop us a card and we will send you cuttings of latest designs.

Helleur, Gariepy & Broderick

Limited

Wholesale Manufacturers of Men's, Young Men's, Boys' and Juvenile Clothes

16 CRAIG STREET WEST MONTREAL, QUE.

Bigger Overall Profits

are easy when you stock the line that is producing results for overall dealers everywhere. Why pay travellers' and jobbers' expenses? Why not secure the big saving to be had by buying direct from the manufacturer? Our factory to dealer system eliminates the jobber and traveller completely, and by selling direct to you we can afford to give you a better proposition than is obtainable elsewhere.

OUR WELL KNOW LINE

Brotherhood Overalls

Front View Auto Suit or Union Suit

gives the dealer a generous profit, and they give the overall man a satisfaction that means far more to the dealer stocking them than the profit on the individual sale. The line embraces *Overalls, Smocks, Service Coats, Carpenters' and Machinists' Aprons and our famous Brotherhood Auto Suit.* Five different materials, all guaranteed indigo fast colors.

Let us prove to you that you save money and get a better quality of goods by buying from us. Ask us to send you a trial order of, say five dozen, freight paid, or would you prefer samples?

Over 300 merchants in Canada took out Brotherhood Agencies during 1916. Isn't this mighty good proof that our lines are worth while?

Figure your costs carefully. Buy to the best advantage. Don't decide your next overall order until you have seen the Brotherhood Values.

Mogul Apron

H. S. PETERS, Limited

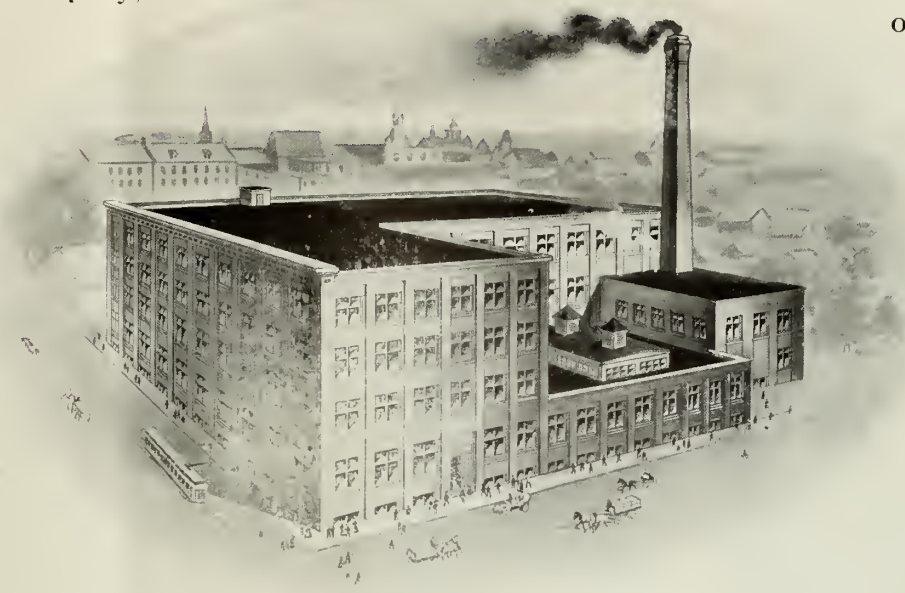
Manufacturers

WELLAND ∴ ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Factory of the Galt Knitting Company, Limited

Devoted Entirely to the Requirements of the Trade



TRADE MARK REGISTERED

TIGER BRAND

"Tiger" Brand Knitted Goods Are Now in the Hands of Our Agents Throughout Canada

We had disappointed customers in common with most manufacturers during 1916 owing to the scarcity of yarns and on account of labor troubles.

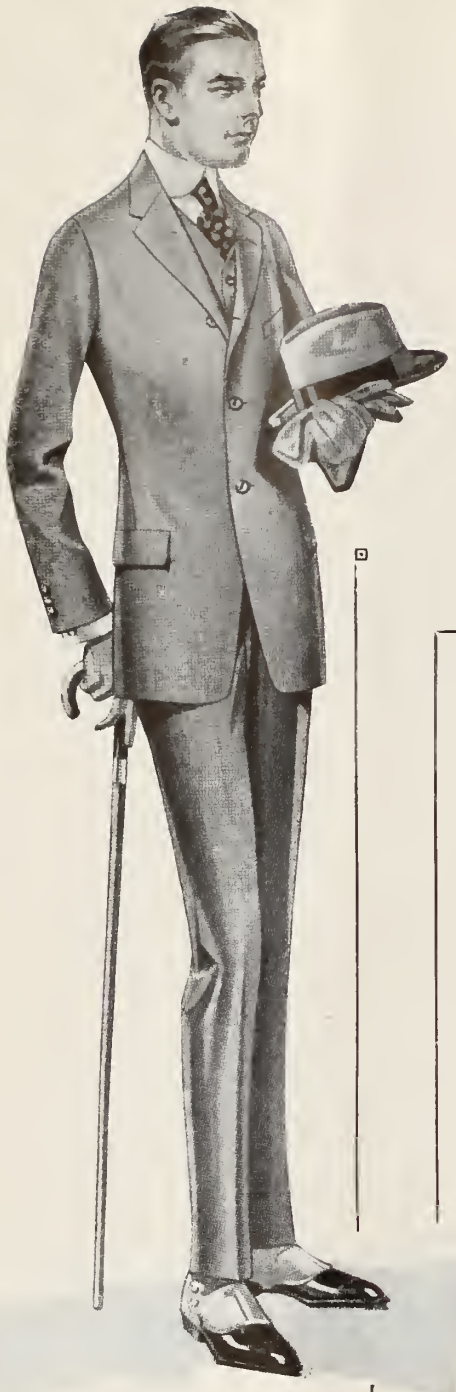
During 1917 we intend devoting all our attention to our regular trade and will not be booking any Government contracts. We will, therefore, be in a position to take care of your orders. We invite **your inspection of Tiger Brand Range of New Season Knitted Goods.**

The Galt Knitting Company, Limited

GALT, ONTARIO

Manufacturers of UNDERWEAR AND KNITTED SPECIALTIES

If any advertisement interests you, tear it out now and place with letters to be answered.



Just what you are looking for—

SUITS AND OVERCOATS

for immediate delivery

AND they are the right kind of goods too—snappy, attractive-looking models in blue, grey and brown; models that embody all the latest "kinks" of fashion, with wearing qualities that guarantee every man 100 per cent. satisfaction for his money.

OUR foresight in buying extensively some months ago has given us a splendid stock from which our customers may now make judicious selection. Early ordering is, however, advisable. You know the adage about "The Early Bird."

COVER your requirements now while this splendid opportunity offers. We can make immediate deliveries of young men's conservative styles in one, two and three button sacks and pinch backs, and every every one is a winner.

Let us hear from you now while our stock is complete

Imperial Clothing Mfg. Co.
217 Richmond Street W.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Buying—

The old adage, "Goods well bought are goods half sold," holds just as good to-day as it did fifty years or more ago. The merchant buying BOB LONG BRAND merchandise insures himself of fair profits and quick sales. Our sales representatives are now on their way to you,—let your better judgment prove the adage; inspect our samples before placing your order.

Our Knit Goods this season are a special feature.

R. G. Long & Co., Limited
Toronto

Makers of

Union-Made Leather Gloves and Mitts.
Union-Made Working and Outing Shirts.
Union-Made Overalls.
High-Grade Sweaters,
Children's Exclusive Outdoor Knitted Suits.
Woolen Mitts.
Caps.
Toques.

MATCHLESS PALM BEACH

A cloth, cool and porous, with a crisp, semi-lustrous finish—

A cloth, whose tailoring qualities rival those of the finest worsteds—A cloth, whose natural colors wash as beautifully as linen, and emerge from the tub as fresh as when they left the looms—A cloth, featherlight, yet shape retaining, and of a sturdy strength—

Such is the GENUINE PALM BEACH. Its famous mohair construction, and the twenty-three unique processes of finish, give this remarkable fabric its individuality and character.

Is it any wonder that the shrewdest merchants of the United States and Canada stand unqualifiedly behind Palm Beach—endorse it as the one logical Summer suiting?

FLATO

REMEMBER—
THERE IS ONLY ONE

Cloth bearing the GENUINE PALM BEACH TRADE MARK—

Remember that the name and design are registered at Washington, by the Goodall Worsted Company—and demand that the Palm Beach Label be sewn in every garment you buy.

The 1917 line offers you a host of new ideas in beautiful shades and patterns. Your own Summer Wear manufacturer can, no doubt, supply you with suits made of the genuine fabric. If not—tell us.

THE PALM BEACH MILLS
GOODALL WORSTED COMPANY

A. ROHAUT DEPT., SELLING AGENT
229 FOURTH AVE. :: NEW YORK, U.S.A.

POLICE HELMETS

LONDON PATTERN — Blue and White

CHAUFFEUR and GOLF CAPS

A variety of patterns and styles.
Also made up from cloth furnished
(To match Uniforms)

PUTTEES (FOX'S) LEGGINGS (LEATHER) BELTS (SAM BROWN)

WILLIAM SCULLY — TRADE MARK — REGISTERED — MONTREAL

UNIFORM CAPS

POLICE — FIREMEN

(QUOTATIONS FURNISHED)

NURSES EQUIPMENT

HATS BELTS BUCKLES

RAINCOATS
(BLUE)

WILLIAM SCULLY

Office **320 UNIVERSITY STREET, MONTREAL, QUEBEC** **Factory**

SPECIAL NEW YEAR'S OFFER

With their first 1917 order for Hanger 280, shown elsewhere in this issue, our dealer friends may request their name and business address to be printed upon the hanger.

With first orders of the year received before February 15th this printing will be done free, and this hanger delivered at the regular price of $7.50 per hundred.

The Taylor Manufacturing Company

43 Hughson Street .·. HAMILTON, Can.

Makers of Racks and Hangers

LION BRAND BLOOMERS

are Sellers

because they stand the wear and tear of healthy boyhood and wear best where the wear is hardest.

Have you seen our 1917 values? To neglect doing so is to lose money. Write us.

The Jackson Mfg. Co., Ltd.

CLINTON, ONT.

Factories:
GODERICH EXETER SEAFORTH

TRADE MARK REG.U.S.PAT. OFFICE

IRONCLAD KHAKI

GUARANTEED FAST SULPHUR DYED
WEARS LIKE LEATHER
COVERED BY THREE GUARANTEES

UNCLE SAM started a big career for Khaki when he picked it for the National Defense Uniform.

And, as Uncle Sam's soldier boys defend the farmer, so IRONCLAD now defends all American toilers—in fields, shops and mills.

Uncle Sam will have nothing but PURE SULPHUR DYED KHAKI. He knows from experience that only pure sulphur dyed khaki is a dependable defense cloth.

IRONCLAD KHAKI FAST SULPHUR DYED is the genuine national defense cloth. It means color loyal to the cloth, and STRENGTH of fabric.

"It's the Cloth in the Garment that Cives the Wear"

Manufacturers, follow Uncle Sam's lead and give your dealers garments of fast sulphur dyed khaki.

Dealers, follow Uncle Sam's lead and give your customers garments of fast sulphur dyed khaki—IRONCLAD.

REG U.S PATENT OFFICE

IRONCLAD
KHAKI TWILLS
GUARANTEED FAST
WEARS LIKE LEATHER
LOT _____
SIZE _____ PRICE _____

This label, sewed on garment, guarantees the cloth to be genuine IRONCLAD KHAKI, Fast Sulphur Dyed

FRANKLIN MANUFACTURING CO.

260 Church Street
NEW YORK CITY

123 Market Place
BALTIMORE, MD.

A User of Waterproof Collars

and why he prefers

Challenge Brand

The man who toils

year in and year out, in factory or shop, is quick to perceive the many advantages of a reliable waterproof collar, a collar that will stand the wear and tear of factory life, defying dirt and giving all round satisfaction under conditions where a linen collar is impossible.

And this is just the reason why the Factory Man prefers the *"Arlington."* He prefers it because it is the most reliable waterproof collar on the market. He prefers it because in finish it looks just like a linen collar, and he knows that no matter how soiled it may become during the day's work, a few moment's work with a little soap and water will make it clean and fresh as a newly laundered linen collar.

There's an Arlington Collar made in a grade and style to meet every need. Each grade is a third heavier than the same priced collar in any other line. The button holes are made to last and the tie space is roomy enough to allow the use of any kind of tie desired.

It will pay you to feature this Challenge Brand line in your windows and collar displays. Resolve to do so now at the beginning of the New Year. Send for a small trial stock.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

Come to Us
or
Let Our Travellers Go to You.

THE W. R. BROCK COMPANY
MONTREAL (LIMITED)

TORONTO CALGARY

WHOLESALERS

GENTS' FURNISHINGS and GENERAL DRY GOODS

If any advertisement interests you, tear it out now and place with letters to be answered.

Just a word of assurance to users of our fabrics

AT a time like the present when the result of the dye shortage on textiles is the source of much anxiety, annoyance and loss to garment manufacturers and dealers alike, we feel it due our patrons to emphasize the fact, by this special announcement, that the texture and dye of

STIFEL'S INDIGO CLOTH
Standard for over 75 Years

is exactly of the same high and unimpeachable quality NOW as it was before the dye shortage began to affect the textile market.

And, we give you the assurance that just what you have known Stifel's Indigo to be in the past—a fabric dyed with PURE VEGETABLE EAST INDIA INDIGO DYE—so it will continue to be as long as we manufacture it.

This mark STIFEL'S REGISTERED stamped on the back of the goods is YOUR guarantee and YOUR CUSTOMER'S guarantee of the genuine 100% efficient Indigo Cloth.

J. L. Stifel & Sons

Indigo Dyers and Printers WHEELING, W. Va.

New York.....260-262 Church St.
Philadelphia.....324 Market St.
Boston.....31 Bedford St.
Chicago.....223 W. Jackson Blvd.
San Francisco.....Postal Tele. Bldg.
St. Joseph, Mo.....Saxton Bank Bldg.
Baltimore.....Coca-Cola Bldg.
St. Louis.....928 Victoria Bldg.
St. Paul.....238 Endicott Bldg
Toronto.....14 Manchester Bldg.
Winnipeg.....400 Hammond Bldg.
Montreal..Room 500, 489 St. Paul St.

Link up with

"Fashion-Craft"

-the clothes of quality

SOME of the best retailers of Men's Clothing in Canada have found the Fashion-Craft agency a decided asset in securing the trade of the better dressers. For Fashion-Craft Clothes have a wonderful reputation for style and satisfaction-giving, a reputation earned through honest values and square dealing.

WE are looking for live wire representatives in towns where there are yet no Fashion-Craft agencies. Why not link up your business with Fashion-Craft style, and Fashion-Craft popularity?

Write our promotion department.

Fashion Craft Mfrs. Ltd.

Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

TRADE W.G.R. MARK

A Testing Time Coming

LEADING men in business and politics say that a "testing time" for Canada is coming.

For our part we look forward to it with confidence.

For thirty-five years "W. G. & R." has stood for "Quality and Value." In spite of severe handicaps, due to the shortage of skilled labor, we maintained the high "W. G. & R" standard throughout 1916. Under no conditions will we reduce that standard.

The public have learned by experience that "W. G. & R." stands for dependable merchandise. They know that it is safe to buy goods so trade-marked. Merchants, therefore, who associate themselves with the "W. G. & R." line can also look to the future with confidence so far as the saleability of their goods and the goodwill of the public is concerned.

We look forward to a bigger business in 1917 than in 1916, which was the biggest year in our history. We have filled up the gaps in our factory, caused by enlistments, and our new plant is now capable of turning out 50 per cent. more goods than a year ago.

We hope that the haberdashers of Canada will enjoy a very prosperous 1917 and assure them that their orders will be appreciated and taken care of to the best ability of the big "W. G. & R." organization.

The Williams, Greene & Rome Co., Limited

Makers of Fine Shirts, Collars, Pyjamas and Athletic Underwear

Kitchener, Canada

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 7 TORONTO, JANUARY, 1917 No. 1

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

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MEN'S WEAR REVIEW

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SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year. Other Countries, $2 a year. Single Copies, 10 cents. Invariably in advance.

IMMEDIATE DELIVERIES
assured on Men's
GUARANTEED
REIS
UNDERWEAR
UNION SUITS
TWO PIECE SUITS
Wool
Silk
Silk and Wool
Cotton Mixtures
All Styles
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Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VII. TORONTO, JANUARY, 1917 NO. 1

THE ACME OF STORE EQUIPMENT

An Attractive Store as a Business-getter — How Orderliness and Prompt Service Stimulate Trade—The Business Value of Fixtures as Illustrated in the New E. R. Fisher Store at Ottawa.

IT IS a pretty large boast to claim to have the best men's furnishing store in Canada, for Canada has some very presentable examples of what these stores should be. But certainly one would travel far to find anything more attractive, more complete and in every way abreast of the very latest developments in the handling of men's furnishings than is the new store of E. R. Fisher, 110 Spark Street, Ottawa.

Probably equipment in men's stores have advanced to a greater degree than in any other line of trade, and the equipment in this new store, as a method of storing goods, of displaying their best qualities, and enabling a prompt and efficient handling, has reached about the Nth degree of completeness.

The idea behind all these new arrangements has been the convenience and satisfaction of the customer. To display everything to its best advantage, and to have everything on display. The old era of the cardboard box receptacle is a thing of the past, in this store at least. Service is demanded, rapid, prompt and efficient service, and the store is arranged with this idea in view. To please the patrons by an attractive stock perfectly displayed and a service as nearly faultless as may be in its efficiency.

Drawing Powers of Attractive Surroundings

It is true also that attractive surroundings have a drawing power of their own, a neat roomy store, that has about it something of the character of a parlor, tempts the buyer to linger. Not only is this lingering in itself an asset, inasmuch as the lingerer may be induced to buy more than he intended by the subtle suggestions displayed about him, but even were this not so the very fact that he lingers, that he gives the store staff an opportunity for more than a mere business relationship, engenders a feeling of friendliness to the store that may be numbered among it's most invaluable assets.

No matter how willing or how attentive the staff of a store may be, if they are hampered by poor equipment, their efforts in a great measure dissipated by poor display methods, and old fashioned systems of handling, it stands to reason that they are doing business at a disadvantage.

Plenty of window space here for the kind of trims which attract attention and give the buying impulse.

Splendid view of the accessory department, with clothing showing at one side and at the rear of the store.

Mechanical Aids to Salesmanship

In this respect every assistance that mechanical contrivances and equipment can give to the human element has been given in this new store. To begin with there is ample room, the store is 90 x 43 feet. This is a pleasing innovation in men's stores which as a rule seem to cling to narrow quarters, an air of spaciousness makes a fitting setting for any display. The ceilings are of heavy beamed oak. The showcases are of oak metal or glass as best suits the purpose for which they were designed, but glass is one of the most pronounced characteristics of the store. To have the stock carefully arranged and protected from dust all the time, and yet always on display and readily accessible is Mr. Fisher's ambition.

Great glass-fronted showcases for the display and housing of men's clothes line one side of the wall. These showcases, five feet high, occupy the centre of the store. Here boys' clothing is displayed in double tiers, while on a larger circle about this case is a glass-faced counter given over to the displays of ties and other accessories. The right hand side of the store is partially given over to the hat department. New way hat fixtures, enable the display of fifty dozen hats, each separately displayed, and each accessible at a moment's notice, as the glass doors of this case disappear when opened and the whole display swings out, so that a customer may readily see any or all of the stock.

Collars, too, are displayed under glass in a drawer section—the glass front of these draws showing a sample of these collars enclosed.

But a description of these various departments of the store has been given in a recent issue of MEN'S WEAR, so it is needless to go into details here, more especially as the illustrations that accompany this article tell more plainly than any words could of the real attractiveness of the interior.

The Crucial Test

One of the main points of interest in any such lavish expenditure on equipment is the actual results that they have brought in their train. For, after all, the only reason behind these displays is to encourage better business. Has is done so in this case? The answer is an unqualified yes. Mr. Fisher expresses himself as delighted with the success of his new store. Nor is Mr. Fisher one readily to be satisfied with any ephemeral success. He has been for upwards of ten years in business in Ottawa a few doors from his present stand. His business has always been successful, and he is not likely to have been satisfied with anything less than an assured success. This new store is far and away larger than the stand he formerly occupied, and naturally the rent and all incidental expenses are higher. Despite this fact business has not only increased, but has increased in ever greater proportions. When all the extra expenses of the store have been considered, Mr. Fisher is able to show a very comfortable increase in the net profits over the business of his old store, and that with the ever increasing cost of goods making profits daily harder to obtain.

Handling a Larger Business With the Same Staff

There are other items too that may be set to the credit side of the new store. There is, for instance, the proportionately smaller staff. Not that the staff is actually smaller. It is exactly the same. The same number of clerks that handled the business in the older and much smaller store, handle the business in the new store, and handle it well and without hurry. This is accounted for by the fact that the goods themselves are more readily handled.

A part of the clothing department, cabinets on one side open, on the other closed.

The knit goods department—here also everything is behind glass, and everything visible.

The hat department—many styles and sizes shown in moderate space and the unit trims of shirts brighten this section of the stores.

The many labor-saving devices, the careful arrangement that can always be maintained under the new system conserves a great bulk of the salesman's time that in the older store was wasted in searching for just the article wanted.

Saving the Wear and Tear

Then, too, there is not under the new arrangements the continual hauling about of stock to its great detriment. It is always in its place protected from dust and dirt and general depreciation. There can be no shop-worn goods. Stock a year old is as bright and new looking under this improved system as goods just stocked. Here then is a great saving. There is a minimum of dead stock. Its valuable qualities are not injured by careless handling, moreover, articles are not mislaid till they are out of date or hidden beneath piles of other goods till the time of their sale is passed.

Putting the Best Face Foremost

There is another point too that could be urged in the favor of these show cases. They show the goods to their very best advantage. That is one of the greatest counts in favor of the new fixtures in Mr. Fisher's opinion. No one denies now that it is impossible to give as good quality goods for moderate prices as were given before the war. All wholesale houses admitted this. While this is true there is no necessity to lay stress on this fact. To so display goods that all their little failings are brought sharply to the public attention is poor business. Any man is warranted in putting the very best face on conditions that he is able. That these new show cases brings out the very best that is to be discovered in these goods whether it is a $15 suit or a $50 one, is surely only good business policy, and any agency that aids in this way to any extent must be of advantage.

A Significant Fact

Of course, no one will argue that fixtures are the making of any store. To do business on any such basis would be an impossibility, but it may be urged that of all the material benefits that may be brought to the assistance of the personal element in business, an attractive setting of goods, a careful method of handling, and a system that encourages expeditious service are to be the most desired. Prior to entering the new store Mr. Fisher had carried on a successful business it may be said. But the move into the new store has not only held that business, but has materially added to it. No new staff has been added, no new selling agency, apart from the store setting. Surely this conjunction is eloquent with meaning for those who are asking if attractive store fittings have a real market value.

HOLDING OFF ON FALL LISTS

Some Mills Will Wait for Weeks or Months to Secure More Definite Conditions

PRICES are not the only unusual features of the knit goods situation for next Fall. There is a tendency on the part of many of the mills to hold off in bringing out their new price lists and taking orders perhaps for several months. The reason for this departure from the regular season schedule is that owing to delays in the receipt of their yarn supplies they are still busy filling the last of their placed orders for the present season, and will be busy also for weeks at least on sorting business. Ordinarily they would think it essential to get out the new lists, but as one mill owned told MEN'S WEAR REVIEW: "What is the use of bothering about next Fall and taking the risk of further advances in materials for which we have not allowed in our quotations? We know that we can turn out goods to-day and have a market for them to-morrow.

"In the States many mills have decided to postpone getting out their Fall lines and some others are selling only on the condition that prices will be fixed at the time of the various deliveries. This, of course, is the almost universal position taken by British manufacturers on nearly every line."

COTTON KNIT GOODS UP 50 P.C. FOR FALL, 1917

Trade May be Started at Heavy Advances in Cotton and Cotton Mixtures in Underwear and Hosiery—All Wool Up 20 to 25 Per Cent.—Sweaters 33 to 50 Per Cent.

KNIT goods prices for Fall, 1917, were opened for the jobbers by a number of Canadian mills on the first of December, and although few retailers will hear directly until well on in January, MEN'S WEAR REVIEW is in a position to announce definitely the main features of a situation that had only partially been anticipated by the trade.

The outstanding point is the advance that has taken place in cotton underwear and hosiery.

Next, probably, stands the new schedules for sweater coats.

Third, in the matter of increased prices,—not highest as last year, but lowest now,—is the advance in woolen goods, underwear and hosiery.

All-cotton lines show an almost universal tendency to a jump of 50 per cent. over the Fall, 1916, prices.

Unions—cotton and wool mixtures—stand side by side with sweater coats in a range of 33 1-3 to 50 per cent.

All-wool lines are about 20 to 25 per cent. higher than for this season.

For instance a fleece-lined garment that was sold to the jobber at $3.90 one year ago, and sold by him at about $4.50, is now $6.00 a dozen, or over 50 per cent. higher, and the retailer must pay over $7.00 for it.

This last year he has been selling it at 50 cents; next Fall he should go up to 85 cents for a fairly safe margin —but may decide that the "odd" price is not popular, and try it at 75c.

We hope not, however.

An American combination line in cotton cost the jobber $10.50 last year, and this year $13.50, and on top of this comes 42½ per cent. duty with another 2½% for the laying down costs.

An English garment, all wool, cost 68 shillings f.o.b. mill two years ago; 102s. last year, and 120s. this year, or slightly less than 20 per cent.

A natural wool combination, Canadian make, size 38, cost $20.50 one year ago—to the jobber—and has jumped to $28.00 for next Fall.

In hosiery a line of cotton cost 95 cents for Fall, 1916 (jobber's); and is now $1.35.

On the other hand, cashmere (all wool), half hose, is only up about 20 per cent. over one year ago, but is practically double the normal price before the war. It did most of its soaring for last year, where cotton showed little advance.

Another cashmere line was $4.50 before the war; was $7.50 for Fall, 1916, and is $9 for Fall, 1917—most of its increase being between 1915 and 1916.

But the tale of 1917 does not reach its climax without a "few words" from the sweater coats. They seemed bad enough last year, but the trade were mistaken. They did not appreciate how moderately priced they were. This year they are coming into their own for the first time and marching right up in the van of the High Cost of Living. One line that was listed at $28.50 for 1916 is marked $43.00 for Fall, 1917—a clear 50 per cent.

The sensational rise in the cotton market, from as low as 7¾ to over 20 cents for the raw material prepared the trade for some stiff prices in cotton knit goods. But the "raw" advance was little, after all, compared with the prices of the cotton yarn. The spinning mills, in the opinion of their patrons, have not erred on the side of conservatism in the matter of fixing on prices that would cover the added costs of manufacture. Some even suspect them of a design to put away a Reserve for a day when the rain drops begin to patter down. And then some. One does not make hay when the rain is falling. But that leads us into the vexed field of war profits, and for the present these must be left to Lloyd-George (or Bonar Law), Sir Thomas White, and after a while perhaps, President Wilson.

One of the new three-piece Angora finish knitted suits Shown in plain colors by R. G. Long & Co., Limited.

At all events the cotton spinners are loaded up for months to come and while the demand lasts it may be expected that the prices of yarn will at least keep up, if not rise, in spite of the drop the last week or so in the raw cotton market.

For last Fall, of course, the raw cotton situation did not exercise much influence on cotton goods, as the advance at that time was only just beginning. Then, in order to keep down the prices of the former all-wool lines, consid-

erable percentages of cotton were introduced, or, as in the case of sweater coats, the weights cut down. This year there was not much left of this to do. On the other hand the advances in the wool required for sweater coats were higher than those for most of the wool underwear and hosiery and so the manufactured article shows a sharper advance.

In referring to cotton advances, however, there is no intention to minimize those of the wool, only the advances in this have been spread over a longer period. One Canadian manufacturer told MEN'S WEAR REVIEW that a cashmere yarn (all wool, of course), which cost him 68 cents before the war, had been quoted a short time ago at $1.64, and before he had cabled acceptance the British Government had commandeered the Australian and New Zealand clips and the reply to his cable was $1.95 a pound, or nearly 200 per cent. over normal!

Next Fall, therefore, will see the former schedules of retail prices smashed to pieces.

MILLS CUT DOWN ALLOTMENTS TO JOBBERS

In Some Cases They Will Supply Only 50 Per Cent. of Normal Requirements — Labor and Scarcity of Yarn Responsible for Shortage.

NOT ONLY has the opening of prices and orders to the jobbers revealed a serious situation in regard to price, but also in respect to supplies.

Canadian mills will not be in a position to supply nearly as large a quantity of underwear and hosiery and sweater coats as for Fall, 1916.

The buyer for one of the leading wholesalers in Canada told MEN'S WEAR REVIEW that the mills were assigning so much to each of their customers and would give them no more.

"The representative of ——— came to me one day with samples and remarked that he supposed I would take such and such a quantity of this and so much of that and so on.

"I was very busy and did not pay much attention. He called within 24 hours, and I had not touched his samples. He said, however, that he would like an answer at once as his firm could give me only a limited quantity in each line, and if I did not wish to take all that was allotted to me they were very anxious to know at once, as they wanted to place it elsewhere.

"When I came to figure it out they had cut me down to 75, 60 and even 50 per cent. in some lines, and declared they could not guarantee me any more. They were familiar enough with labor conditions to guarantee the delivery of what they had assigned me, but the time of delivery would depend altogether on the delivery of yarns to them.

"The result is that we are not securing nearly our normal quantity from any of the mills. This applies to all of them so far as I can learn."

Anxious for the New Lines

That the Canadian jobbers simply grabbed at the new lines that were offered is putting it mildly. It illustrates their view as to the certainty of a scarcity in the output, as well as a likelihood of prices advancing again before long. The demand was so strong that one underwear mill withdrew its list altogether within two weeks after it was issued.

A wholesale buyer who has just returned from New York thus describes one "opening" scene where a number of mills were grouped through a broker:

Wild Scenes in New York

"There was a wild scene. Buyers crowded the office and some could not get in. There were six sets of samples in the hands of sellers, and you had to order in your turn, and pretty quick, too. I asked permission to "think it over," and when I wired next day found that one out of three of the lines I ordered had been all sold up and withdrawn.

"This Sale is Stopped"

"In one commission house that controlled the output of eight mills the agent mounted a chair at 4 o'clock in the afternoon and thus addressed the packed rooms: 'Gentlemen, I want your attention. This sale is stopped for the present, and all numbers are withdrawn.' This was done after the selling had proceeded for less than a single day."

Mills are Playing Safe

This buyer was of the opinion that while the mills had restricted the orders they were willing to accept, it was likely they were playing safe and probably would be able to deliver all they had accepted contracts for, although with the uncertainty of yarn supplies, deliveries might be delayed considerably.

DYE SUPPLIES IMPROVING

DYE troubles do not enter into men's wear for Fall, 1917, as much as into women's. It is true that the navy blues are not guaranteed and khaki is hard to get now, but there are the greys and a fair maroon, among the leaders.

A hosiery manufacturer, discussing dyes with MEN'S WEAR REVIEW, stated that so far as black sulphur dyes were concerned the supply was a trifle better and the prices were improving. He is a shareholder in the big British organization, Dyers Limited, and is getting more from them and also from the States. The bright colors are, however, very scarce.

THE ADVANCES

Underwear, cotton, up 50%.
Underwear, wool, up 25%.
Underwear, mixtures, up 30 to 50%.
Hosiery, cotton, up 50%.
Hosiery, wool, up 25 to 35%.
Hosiery, mixtures, up 30 to 50%.
Sweater coats, up 33 1-3 to 50%.

	1916	1917
Underwear, wool,	$8.00	$11.00
Underwear, cotton	3.90	6.00
Combination (U.S.)	10.50	13.50
Hosiery, coton	.95	1.35
Cashmere Half Hose	2.25	4.20
Hosiery, Cashmere	4.50	9.00
Grey socks	1.25	2.00
Grey socks	2.50	3.85
Sweater Coats	28.50	43.00

JANUARY INVENTORY PUZZLING BUSINESS

Should Allowance be Made for Appreciation of Values This Year Since Goods Were Bought—Most Merchants Prefer Figuring on Low Invoice Price —Relation of Fire Insurance.

Based on Interviews With Leading Merchants.

IN ordinary years the merchant could proceed to take his annual inventory without much forethought as to the system of mark-downs that he was to adopt. Indeed it was seldom if ever that he thought of a mark-up to his goods. Fortunate was he, and extremely honest with himself, if the pruning knife was applied with a rigor equal to that of the public a few months later when they turned with disdain from any slow or unstylish stock unless it carried the bait of a pronounced bargain.

But this year many an article in stock carries with it the enhanced value that the old Spartans—worthy forebears of an unworthy descendant, Constantine,—extended to the older men among them, or some of the Oriental nations of to-day. Here is a fine lot of hosiery that you have piled upon the shelves of your basement. There is some underwear.

"Bought the first at pretty near the original pre-war figure of $4.25 you will say, or the latter at somewhere about $9.50. To-day those hosiery are up around $7, and nothing like so fine a quality. The underwear I could get to-day is half cotton, or maybe a trifle more, and the others all wool. Well there's nothing in stock I wouldn't have to pay from one-third to one-half more than they cost me. Pretty good line of profit in that, I figure, in the next six months or a year. Yes, I think the only way to do is to take it in at the present market value, for it's worth that."

No Profits Until You Sell

And yet the best advice in Canada to-day is against any such policy. MEN'S WEAR REVIEW has consulted many of the leading buyers in this country in the last few weeks and almost without exception they are strong for the practice of not departing from the policy that has been tried in past years, **taking in stocks at the invoice price and not a cent more.**

"Why load up with fictitious profits?" asked one. "You haven't a profit on your goods until you sell them. Whatever profit there is coming to you from the exercise of forethought—and a good bank account or a banker who had a firm belief in your judgment—take it in next year, after you have made it by actually selling the goods. How would you like if the market dropped some time before these goods were sold and you found yourself faced with an inflated valuation and unable to realize anything like your normal profit on this basis that you made when everything looked bright for high and even higher profits?

Not Fair to Heads of Departments

Then another, who figures out each month just how much stock he has in each department, compared with the responding month of last year, and whether this stock is justified when one considers the amount of the sales corresponding in their turn, declares that it is not fair to the head of the departments to inflate the stock in this manner. They will be charged with far more stock than they had on the average in past years, and the turnover will drop in proportion, if the market takes a turn downward.

Keeping a "Warehouse Account"

And still a third is so careful to run his various departments on a normal basis for purpose of comparison, that not only is he keeping the valuations in his inventory down to the invoice cost of the goods, but where in the face of a rising market he buys more heavily than ordinarily in any line such as hosiery, or serges, or, now, cottons, hoping to gain when the market keeps on rising, as well as to make sure of having a good supply on hand against the day of slow or short deliveries, he has established what he terms a Warehouse Account. This means that any goods that are bought for any department out of their regular season are not taken stock of on their arrival, but are charged up to the warehouse, where they are stored, and a credit entry made out in favor of the same "warehouse" when, in the seasonable period, perhaps months later, they are taken into stock after allowing for interest charges. Thus the department buyer has no

Dept. ..... Sheet No. .....

Called by ..... Entered by ..... Extended by .....

INVENTORY SHEET

February 1st, 191

PREPARATORY Sheet No.	PREPARATORY Section No.	QUANTITY	ARTICLE	SELLING PRICE	COST	EXTENSION		DON'T USE THIS SPACE

FINAL SHEET.—Showing on the left side the record from the "preparatory" sheet, showing a duplicate of stock taking, the selling price as well as the cost. The latter is extended.

Dept. No O

INVENTORY

Sheet No.

Date Stock Closed — Called by

Date Stock Taken — Written by

SEASON LETTER	INVOICE NUMBER	QUANTITY	DESCRIPTION	RETAIL PRICE	X	W	V	T	PREVIOUS	

MARKING THE SEASONS.—It will be noticed that a "Season" letter is a prominent part of the inventory. Goods are marked according to the season in which they are taken into stock, "A" for January to June, 1916, "B" for July to December, "C" for the first six months of the next year, and so on. This year it happens that the past Fall season was "X," and all goods bought then were put in "X" column; those bought in the preceding six months went in "W" column, and so on. "Previous" means those bought more than two years ago, and ordinarily goods in this column must have very good reason for being in the store. Usually would be slashed in price, and cleaned out without delay. The divisions X, W, V and T cover [illegible] year periods.

excuse that he was stocked up more heavily than usual and so could not make the usual turnover.

For Wholesalers and Manufacturers, Too

"Figure your assets on a conservative basis this year as in others,—take it at cost," was the advice of a merchant who has expanded each year so that 1916 will mean a turnover of at least three-quarters of a million.

Not only is this sound advice for the retailer, and from the retailer, but the wholesales that were consulted by MEN'S WEAR REVIEW in nearly every department were agreed. They too have taken into their stocks,—in November—at the invoice cost rather than the present selling value. So will the manufacturers.

A Preparatory Form With Characters

Some forms are given in connection with this article. One shows a Preparatory Sheet for the marking of the goods. In this case not only the selling price but the cost is set down, the latter in characters only. This is the rough draft where any changes in the cutting down of the values are made. In this one the cost in figures is set down, not by the buyer, but by one of the firm. In the other, plain figures are used, both the cost and the selling price being used, and the extension being made.

Use Both Cost and Selling

We would advise every merchant to use both the cost and the selling price in stock-taking this year. It will be a good test, and the only possible one in some stores as to whether the merchant is making a sufficient profit throughout to cover the advances in the cost of doing business, which are higher than a few years ago when the percentage was figured out by you, perhaps. The extra labor will be worth it many times over.

Cut Down Where Style is Passing

While you hold the goods that have appreciated in value to the old cost figure, do not be afraid to cut down those that by reason of any style or seasonable elements are not worth what you paid for them.

Stock-taking is like playing a game with yourself. What's the fun if you are not honest?

FIRE LOSSES IN RELATION TO RISING PRICES

Merchants Should Be Careful to Increase Fire Insurance Policies to Cover Advances in Value of Stocks—Inventory Based on Original Cost Will Not Prejudice in Case of Fire

THE increased values that have come automatically to goods upon the shelves of men's wear dealers during the past six months or one year raise two important questions that the merchant should consider carefully at this time in relation to the insurance of his goods against loss by fire. Failure to do so in one case may result in a serious financial loss.

The first question is, whether a merchant will prejudice himself with the insurance adjusters if he presents to them an inventory of goods taken at a value below their present wholesale price, in place of one in which the goods are figured at the higher value, the cost of replacing again,

One merchant suggested to MEN'S WEAR REVIEW that it would be advisable to prepare two inventory statements—one for his own use, with the goods inventoried at the lower figures, and the other with goods taken in at present wholesale rate. He thought that the latter was the only way in which to guarantee to him a fair settlement in case of fire.

Inventory as "Catalogue," Not for Value

This fear, however, is unfounded. MEN'S WEAR REVIEW discussed this question with a number of fire insurance adjusters, as well as managers of fire insurance companies, and all were agreed that a settlement for a loss by fire would in every case be established on the basis on what it would cost to replace the goods at the time they were destroyed. In other words, the inventory would be accepted by them at what we might call a "catalogue" of

the goods that were in stock, but the prices that they would allow for that section that had been destroyed would be determined not by the merchant's own figure, but by what they were satisfied would be the cost of restoring these goods to him again. Thus, a merchant, by preparing the lower price inventory, can keep to safe business principles and at the same time suffer no loss thereby in case of fire.

"We settle our fire claims in such cases," said one of the best known adjusters in Canada, "on the basis of the market value of the goods at the time they were destroyed—that is, the cost of replacement, not the figures set down in the inventory of the merchant. Frequently indeed we find the valuation of the merchant is too high, because he makes no allowance for the depreciation of stock, owing to it being shop-worn, for instance. Then there are goods that are to a certain extent out of date or out of season, such as hats; in these cases, of course, the merchant must cut down the original value of the article to make allowance for its lessened value—and if he hasn't we do it for him. At the present time, of course, there is not the same need for depreciation, for, as you say, a great many of the goods have increased in price, and of this all fire adjusters are well aware."

Let us state the case in the manner in which it was presented to a well-known business expert: "If merchants inventoried merchandise at the cost price when market prices at the time of the inventory were much higher, would they be at a disadvantage in the event of a fire, in being compelled to produce the last inventory, and would the prices on it be taken as a basis of adjustment of fire loss rather than the market price?"

Figure on Cost of Replacing

To this his reply was: "Insurance authorities assure us that the basis on which the adjustment of a claim would be made would be the actual cash value of the property at the time any loss or damage occurred, not exceeding what it would then cost to replace with property of like kind and value."

He added: "The actual cash value may be the market price, or it may be subject to depreciation for the difference between old and new property or other causes. In the settlement of a loss the question of the first cost of the property has little to do with it, the insurer being entitled to collect on the basis of the actual cash value on the day of the fire, and he should keep his insurance up to such percentage of the actual value as will comply with the full insurance conditions expressed in fire insurance policy."

The Co-Insurance Clause

This last clause suggests another important subject, the outcome of the former, and affects those that have the 80 per cent.—as it usually is now—co-insurance clause in force. This, to put it briefly, means that the merchant agrees that he will keep his stock insured up to 80 per cent. of the real value of his goods.

Suppose that under normal conditions the value of a stock was $10,000, and if he was insured for 80 per cent., or $8,000. Then the value, owing to the present abnormal market conditions, goes up to $15,000, to use a simple example—although this would not be the average increase. In order to comply with the co-insurance clause,

Continued on page 60

WINTER TENDENCIES IN MILITARY MEN'S WEAR

Trench Boots and the Problem of Footgear for Wet Conditions — The British Warm Overcoat and the Ways of the Younger Spirits With its Build—A Hint as Regards the Affixing of Buttons—Canada or Britain to Buy in?

THE season of sending Xmas and New Year's gifts to to the soldiers at the front is over, the question of keeping up the supply of ordinary comforts for the boys in the trenches is always with the civilian at home, and the men's wear trade is meeting the need as nobly as ever. Business in many of the well-known lines of these comforts keeps up though there is nothing very new on the market for the soldiers so far.

Trench Boots Asked For.

Winter in the trenches implies wet feet. The first thought of the civilian sympathizer for the soldier's weary lot is to send him socks. Socks are always in demand, and every men's wear dealer in wisdom stocks several staple and some special lines of these in khaki. The pure wool pair of socks is always the most popular, at the same time prices for these are quite steadily on the climb, and a dollar a pair is moderate now for pure wool socks.

But now comes the question of boots, and this Winter the soldiers are asking for trench boots of the splendid waterproof style called by Canadians 'penetangs' or Larrigans of the high leg variety with the familiar strong stitching of the well waterproofed leather around the top of the foot. These boots, retailing at from $13 to $15, and even $16.50 a pair, are being asked for in men's wear stores by big hearted women anxious to send them to sons, brothers, and husbands overseas. Leather prices are rapidly on the increase in Canada. Officers' boots which last year cost $6.00 a pair being now $7.00 and leggings which formerly cost $6.50 being a dollar increased in price. It is no longer possible to get real English pigskin

SUGGESTIONS FOR SOLDIERS

Khaki Cotton Handkerchiefs—12½ cents.
Khaki Wool Socks—50 cents.
Grey Wool Socks—50 cents.
Khaki Mufflers—$1.50.
Khaki Linen Handkerchiefs—25 cents each.
Khaki Silk Handkerchiefs—50c.-$1.25.
Khaki Ties—50c.-$1.25.
Khaki Sweaters—$4.50.
Khaki Sweater Vests—$5.50-$8.50.
Khaki Wool Gloves—$1.25.
Khaki Shirts—$4.00.
Khaki Body Bands—75 cents
Khaki Underwear—$3.00-$8.00 suit.
Khaki Braces—50 cents per pair.

A display card used in the Military Men's Wear Dept. of Henry Morgans, Ltd., Montreal, showing suggestions for civilians sending comforts for the soldiers in the trenches this winter season.

leggings in Canada, there being a rigid embargo on these so much so that a leading Montreal firm had the greatest difficulty in securing a small consignment which had been on the wharf at Liverpool awaiting shipment just before the embargo was declared.

The officers' field boot continues in moderate demand. It is not the same as the trench boot though it is as high in the leg. Made of chrome tanned leather, and laced at instep it is buckled at the leg just below the knee on the outside. This style of boot retails at $15.00.

Another useful officers' boot being purchased at present is the brown rubber or gum-boot high leg, which retails at $5.50 a pair, and is not subject to the same rising tendency of price as are the leather boots.

A Letter from the Front

But the question of price is not the great one where trench boots are concerned. A young artillery officer recently wrote his mother:

> Just now I am paying a London firm for my third outfit. Boots are almost impossible. I pay from four pounds to six pounds sterling for high boots before I can get a pair that will keep out trench water. One day I wear hip rubber boots, and the next my high leather boots.

Thirty dollars, surely seems a lot for even a pair of high boots and even in these days of high cost of living. But unquestionably such sums are being paid. A young officer, brought back from the front to take a captaincy in a new Winnipeg battalion, was wearing a pair for which he had paid £6 when the writer met him. They were English boots, and good, but the young captain said they wouldn't keep out trench water. He added no boot would.

Of course this simply means that no boot which he had seen would. Some Canadian manufacturers believe and have corroborative evidence from the front—that they have such a boot. After all it does seem that Canadian manufacturers of shoe packs should know better how to make serviceable trench boots than any other men. For years they have been manufacturing footwear for conditions very nearly approaching those of the trenches.

Outfitting Officers

With the prices of woolens soaring steadily khaki is likely also to come higher in price, and men's wear specialists who do any equipping of officers will be interested in the views of W. C. Weeks, Manager of the men's wear department of Henry Morgans, Ltd., Montreal, on this matter. Mr. Weeks in a talk with MEN'S WEAR REVIEW touched on some noteworthy points as to military men's wear.

The khaki most in demand for officers' uniforms, he pointed out, is a staple whipcord all worsted yarn as distinct from the mill finish serges. The reason officers prefer the whipcord is, of course, because it is a material distinctly different from that of which the uniforms of the rank and file are made. But there is much variety in khaki materials, and in that lies one great argument for the exceedingly advantageous plan from the men's wear dealer's point of view, that all the officers of a regiment should secure their outfit from one firm. The amount of variation in officers' uniforms bought at different tailoring establishments is extraordinary. Lines, lengths, and even the shades of the khaki have been known to vary most noticeably. That outfitting officers is profitable business when a number of the staff have to be outfitted together is certain. It costs at least $150 to equip one officer, and when a firm can equip say thirty-five officers of one regiment the advantage is very great financially. Competition at the start of the war was exceedingly sharp in this outfitting business, and prices were cut keenly in consequence so that there is not much profit in handling a single order however much prestige it may add to the men's wear store undertaking it.

A Waterproof Khaki

In comparing certain grades of khaki material Mr. Weeks showed a certain special line of material named 'Garbicord' which is an English textile made in certain finely balanced proportions of cotton and wool in such close weave as to be absolutely waterproof. In a test applied by Mr. Weeks and his staff in the Henry Morgan Co.'s premises before a yard of this stuff was bought, a piece of it was used to hold about a bucketful of water from Saturday morning until Monday morning. Not a drop leaked through. The under surface of the water bag made of the khaki was scraped but still the water remained without leakage. This material, made up into the smart 'trench coats' being used extensively at the front with ample skirts, close fitting shoulder and waist build, and tight belt, is very popular with officers for Winter wear.

'British Warm' Built to Form

English Melton khaki is used in making the essential 'British Warm' for officers' Winter wear. This greatcoat, which is being displayed at the present time in many a men's wear store window where military lines are handled,

SLACKS WOULD HELP.

"O-Oh, Johnnie, I do wish you had joined the Navy."—Judge.

is by regulation designed with a box back. But younger and dressier men amongst the latest Canadian officers have so impressed their individuality of taste upon the military tailors that they have brought about a distinct waisty, built to figure, effect—not a pinch-back—perish the thought!—but a very dressy military greatcoat indeed. Older, and more portly officers may prefer the box back of regulation requirement, but the younger blood will have its way, and that spruce, particular, neatness and dressiness of taste is what will win the war no doubt when backed up by the square shouldered breadth implied by the older officers' overcoat tendencies.

An Overcoat Button Tip

Here is a good button hint for the tailor making a double-breasted 'British Warm' or for the men's wear dealer getting one for a customer. The coat is double-breasted, with two rows of buttons (regulation leather buttons always) one row on the right hand side to button, the other on the left breast to remain part of the design of the button system, but not for use as fasteners. Now

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WHAT THEY ARE SHOWING IN MONTREAL

MONTREAL men's wear windows are resplendent with rich goods at present, not showing any particularly light hued lines of goods, of course, for the season's tendencies are towards the more substantial and comfort-giving lines of goods for colder weather. Mufflers, woolen gloves, caps with ear-flaps, overcoats and Winter suits predominate. Here and there a special line of shirts gives a lighter toned mass to a lower corner of a window, and hints that somewhere behind Winter there is Spring. Also in the trimming of windows to show new ties some of the newer shirts appear set forth singly with collar and tie, giving a touch of brightness to the main mass of the window display.

The fact that so many lines of darker hued goods have to be displayed emphasizes the seasonable lines of goods with lighter colors about them when they appear. Mufflers, for instance, in very attractive lines of silks, are being widley shown throughout the men's wear trade of Montreal, as seasonable gift lines and for general business. The style of mufflers with longitudinal stripes lends itself particularly well to this form of emphasis in window display. Shown usually in association with gloves and a walking cane, this black and white effect makes a most eye-compelling feature in a men's wear window display.

Many Mufflers Shown

Mufflers are predominant in all their various materials and hues in the Montreal men's wear windows at present. Rod Sangster, Jr., of St. James St., has a very attractive line of tubular brushed silk mufflers in rich quiet color schemes, not vastly contrasted in the muffler itself, but allowing in the whole range of the line shown many variations in individual taste on the part of the purchasers. Browns, greens, greys, slate blues, and mixed colors in which reds, yellows, and the tawny combinations of these warmer tones are tastefully developed, all appear in these brushed silk mufflers which retail at $3.85.

In showing mufflers the methods used vary from the individual muffler displayed in the window, to the generous pile placed on the counter, and there is pull upon purchasing power in both extremes of display method. In one case the charm is in the isolation of peculiar perfection; in the other the appeal to the selective gifts of the purchaser (which implies a delicate compliment to the customer's personal good taste).

In knitted scarves big showings have been made, both in the display and in the business sense, in Montreal. These in silks with fringed ends, and color schemes on the bright side carried out in club stripes (bars of color 1½ to 2 inches wide) have proven immensely successful sellers, and the demand is well maintained for them. Brushed wool sweaters in browns, greys, brown greens, and mixed shades made a good showing in David's men's wear window on St. Catherine street, priced at $6.50.

Brighter Colors Coming

Ties are on all sides revealing the return to color in the public taste in men's wear. For a period following the outbreak of the war men's ties took a very sombre tone, greys and dark colors generally being prevalent about that time. Gradually the return to color is taking place, and Montreal's displays of ties show the tendency. It is a slightly veiled tendency. Small areas of exceedingly vivid color in ties are obscured by the patterning in Paisley and Oriental designs. Very brilliant color spots gleam out from quite sombre ground. Orange, golden brown, yellow, red, scarlet and crimson, blue and green brilliances are everywhere detected in the ties now being shown. The customers ask for something brighter still. In the Fashion Craft window displays on St. Catherine street, exceedingly daring ties are being shown. Positive and almost billious coin spots, very yellowish in tint, appear upon a dark green ground, the apron of the tie being a broad green band. The spots are about the size of a Canadian five cent piece. The same pattern worked out with vivid yellow spots on a black ground was displayed side by side with the green color scheme. The green tie was shown on a light blue striped shirt; the black and yellow tie was shown with a buff striped shirt.

The same store featured two interesting dressing gowns for men. One was a very handsome dressing gown in black silk with brocaded blue lapels, and a blue silk cord thick and heavy with tassels. (Light blue bath slippers were shown beside this robe which occupied a high position in a principal window.) Another fine dressing gown shown was right at the entrance door. This one was in purple silk and richly effective with much appeal to purchasing power.

A Good Display

Tooke Bros.' store at the corner of Peel and St. Catherine streets showed a good muffler, tie, and cane display in one window, the scheme being black, white, and brown. The tie was a knitted silk with cross stripes in black. The muffler used was a brushed silk with longitudinal stripes in black and white. The canes were brown, merely used as decoration and possibly support. The tie was shown as worn, with a neat Tooke collar.

In the window of Case's store, St. Catherine street, which specializes in Novelties for Gentlemen, a striking effect was produced with a single muffler, a walking stick, and one glove. The muffler was in club stripes (longitudinal) crimson, white and black alternately. This was draped in pyramidical style over the support. The brown cane cut diagonally across the apex of the muffler pyramid. On the apex was disposed the glove, a brown cape glove with the wrist turned back a little to show the silk lining.

J. J. Hannan's on Peel street have been showing with great business success, attractive lines of imported English pyjamas, heavy Oxford flannels in the new shades of maize and green with purple, mauve, pink and black stripes. Retailing at from $3.50 to $3.75 these have been big sellers. Fur lined gloves too, have formed a feature portion of J. J. Hannan's displays. Velvet mocha, tan, and gray have been shown at $4.50. Real reindeer, tan, and grey having been shown at $4.50. Real reindeer, tan, and gloves, and does a good business with them at gift seasons, and throughout the year. In ties Hannan's have been showing brocaded silks, all shades, and many in much brighter colors of late, also in satin finished silk, Paisley patterns, at $1.00. A new importation of Cash's friction mitts, and friction towels, and wash cloths featured in this firm's window displays, and secured big business especially from transient travelling customers passing through.

Military lines were reported rather quiet and military window displays in Montreal were inconspicuous following the huge demand for khaki mufflers, handkerchiefs, etc., for gifts for the boys in the trenches. This demand is now back to normal steady proportions. Leather tipped officers' canes (about the only novelty in this line) were good sellers on a limited scale.

Hannan's store featured an evening dress window, but reported small business in men's evening dress this season.

Quite noticeable throughout men's wear display windows in Montreal at present is the prevalence of the band-

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MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN.

VOL. 7. JANUARY, 1917 No. 1

PASS IT ON

DON'T be a dog in the manger! When finished with MEN'S WEAR REVIEW, Mr. Dealer, pass it on to your assistants. They will be eager to study its pages, and remember as they study. They will be better business-getters for the store.

GET IT YOURSELF

BUT window trimmers, and men in some one else's store generally! Wouldn't it be wise for you to get your own issue each month. A dollar a year to help you multiply your business powers should be a dollar very well spent.

Give yourself MEN'S WEAR REVIEW as a New Year's present.

LOOKING AHEAD

AT the dawn of another war year those of us connected with the men's wear business face perplexities enough. But we can look back without regret and forward without fear.

The times are out of joint politically; yet the British Empire stands firm for the truth, and the truth shall make not only Great Britain, but other nations free.

As merchants, manufacturers and wholesalers we face problems of supply. But the market has been favorable, and there has been a satisfactory understanding of the difficulties. Future trade may be rendered difficult by other problems—yet the volume of business seems sure to obtain. The confidence of the people grows greater and greater day by day.

There is much to plan for in 1917, but nothing whatever to fear—Nothing for US to fear."

TRIAL BALANCES OF STOCK

NEVER was there a time when stock-taking, and stock-keeping, was of such importance as just now. Ordinarily a merchant might discover of a morning that he had only a few days' selling supply of a certain line, and no real harm would result. He would be able to sort up from wholesaler or manufacturer.

Not so now. It is necessary to estimate needs far in advance. Where capital permits the earliest possible purchase is advisable. Many dealers are now in an enviable position because they bought largely of certain lines before these advanced to the present high level. They have been able to take an advantage themselves, and at the same time give an advantage to their customer—an advantage such as wins the customer's good-will for the store.

But whether the laying in of large reserve stocks is possible or not, the knowledge of stocks on hand is all important, that orders to replenish may be forwarded in ample time.

January will be stock-taking time. This means a lot of work, but it is work well worth while. Only stock-taking should not stop with January. Trial balances, as it were, should be taken of the goods on hand at least monthly. Only thus, in these times, can the stock be kept sufficient without requiring the wrapping up of too much capital.

A TENDENCY TO COMBAT

AS a result of officers buying a part of their equipment in England, Canadian men's wear dealers are losing a part of the military business—a part of the business which has been to them indeed a poor substitute for the trade of the soldiers before they became soldiers, but still something altogether worth while. If this overseas buying meant to the officers and men a money-saving, or a gain in service, nothing could be said, for the comfort of the soldiers means more than a meagre profit to any of us. However, such does not appear to be the case and MEN'S WEAR REVIEW is now judging from letters received from soldiers—both officers and privates—who have bought both in England and Canada.

There will be facts known to us all of high prices asked of Canadian soldiers in England. We are not implying the Canadian soldier is being "done" over there. No, we are convinced the Canadian can usually buy better right here. Unfortunately the war is no novelty now and Canadian dealers and manufacturers know what the soldier needs.

Why military goods should be cheaper here than in England does not need to be dealt with. The fact seems to be that they often are. More is said on this point in connection with an article dealing with military lines. Just here, however, THE REVIEW would urge the wisdom of making Canadian soldiers realize that the place to buy their equipment is in Canada—and that in Canada can be bought the presents friends at home want to send overseas.

HOW ABOUT LIMITING SALES.

WITH January will come sales—sales held to the end of clearing up stock which would perhaps stand over for another year were no stimulation given—sales held also to the end of brightening trade, and of keeping the store to the fore as a centre of good values.

All the objects are good. Stock carried over until Fall, 1917, will almost certainly be more valuable than now; yet to tie up money for a year, which may

be made to turn over four times in a year, is not always the best merchandising.

To the end of stimulating business, and at the same time advertising the store, might not some scheme of limiting sales, such as is adopted by many groeers be worth considering? The grocer advertises "Tomatoes, three cans for 50 cents—then adds: "No more than six cans sold to one customer."

Supposing in your sales announcement you said: "Overalls—regular $1.75 value. For this week at the before-the-war price of $1.25—No more than two pairs sold to one customer."

Suppose you proclaimed in newspaper and window "———'s Underwear $1.50—only three suits to one customer."

Would such announcements drive home the idea of value? Would they make the prospective customer think, "I had better buy those while I may. If I don't buy them now somebody else may get them. That idea that "somebody else may get them" has hurried many a purchase.

This idea of limiting sales of bargain lines is well worth considering.

TOO CONFIDING

FRANKNESS is certainly a great virtue, but even virtues can be overdone. It is eertainly wise for a merchant to give information about the lines he is selling, but after all there comes a point when silence is golden in salesmanship.

What is meant can be made very clear by citing a case which recently came to MEN'S WEAR REVIEW'S notice.

A traveler dropped into a men's wear store for a clean collar. While he was getting this, and putting it on in the store, the dealer remarked that he had bought those collars from So-and-So who had recently failed. He added that they were Austrian collars.

These remarks, according to the man who had purchased one collar and was then putting it on, caused him to examine the stock more earefully before taking the other three collars, which he had counted upon putting in his grip. If this was an old stock bought at a bankrupt sale he figures that the collars would be a little soiled. Whether they were or not, he got the impression that they were, and on this ground only took the one eollar which was necessary for immediate use.

Even had it not been for this question of spotlessness, it is doubtful if a purchase of more than one collar could have been concluded, after the too full information given by the dealer. The purchaser did not want to buy anything whieh had originated in Austria.

There is another side to this question, of course. If by reason of a purchase of some bankrupt sale, or of a purchase made at an early date, a merchant is able to give unusual value, it is unquestionably to his advantage to give this explanation to the customers. Just to throw off remarks, however, whieh stir up doubt, or annoyance in the mind of the purchaser, is certainly not wise. It was only doubt and annoyance which was brought to the mind of this collar purchaser by learning that they were Austrian collars which had been bought from a bankrupt stock.

Unquestionably it is a great thing in salesmanship to know when to talk, and an equally great thing —perhaps a greater thing—to know when to keep quiet.

THE POWER OF THE PRINTED WORD

IN a recent issue of the Philadelphia *Saturday Evening Post,* appears an article by Moude Radford Warren on "A Nation Run by an Advertising Man." It is a vivid aecount of the greatest advertising eampaign that the world has ever known, conducted in a eountry where to all intents and purpose advertising, at least as we understand it, was almost unknown.

Sir Hedley le Bas—not only inaugurated a great advertising system, but he put it across. He proved to a conclusion his own contention that "you can get anything you want by advertising." He not only was largely responsible for raising an army of 4,000,000 men in a year, but he was behind the first English war loans—now he is preaching economy—preaching it in the newspapers in flaring full pages in the magazines, in bill boards that scream across the erstwhile quiet English landscape. Yes, and the Englishman believes them. He walks instead of taking his car. He eats simpler foods, he lives altogether a simpler life, because Sir Hedley has told him, and told him in letters that he who runs may read that "when you spend on things you do not need you help the Germans."—"Beeause every shilling saved helps twice; first when you don't spend it; and again, when you lend it to the nation."

Here are a few advertising propositions outlined by Sir Hedley, while head of a great publishing house, and before the dark shadow of war, had made him the guardian of a nation's conduct.

"You must state in your advertisement nothing but the truth; not as it appears to the manufacturer, but as it ean be demonstrated to the prospeetive buyer.

"You must have the courage to take a sufficiently large space; for the larger the spaee, the greater the ehance of success.

"You must have the courage to give advertising a fair trial.

"You must have judgment in selecting the right media through which to appeal to the public.

"You must remember, in massing your advertisement, that the theory of suceessful warfare is an overwhelming attack at a given point."

Is there weight in this advice?

Think of the man who holds a great nation in the hollow of his hand, because he knew the power of the printed word.

THE WOMAN BUYER IN MEN'S STORES

How Changing Conditions Incident to the War Have Affected the Situation — Is the Woman Buyer to be Encouraged? Does the Men's Store Stand to Gain by the Addition of Her Trade?

THESE are days of change. Conditions of business have changed. Old prejudices have been broken down. A man may now drop into a dry goods store without feeling like a lost soul in Paradise. The old hide-bound prejudices as to where a woman might or might not go, are becoming a thing of the past. Now she goes pretty well where her fancy prompts. All conditions of life have changed, and this more noticeably so in the last couple of years, since the war has set its seal on all things. There are two, possibly three skilled workmen now for every one there was before the war. The munition industry, has transformed whole communities in Canada. Not only has this new industry given many men a wage that they never knew before, but it has to a large measure changed their mode of life. They are working under high pressure. Indeed more and more have the men been forced to devote themselves to the money-making producing side of life, and more and more the general economy of the household has been falling into the hands of the women. Not only is this true of the mere housekeeping arrangements, but in the wider spheres of home management.

Changing Conditions Facing Men's Store

If this is true, more especially if this last contention is true it bespeaks a change in the situation of all stores dealing in men's wear. If some of the old-time customers are falling off, because the pressure of business curtails their spare hours, and if the departure of so many young men for the front has depleted the ranks of the natural clients of men's stores, then it behooves the wise dealer to scan the horizon for other avenues of trade. Many have done this and have come to look at the woman element among the buyers as their probable salvation.

Just how true this reasoning is; just how large a factor the woman buyer will likely become to the man's store; and just what attitude the trade in general would take to this new element; these were questions that the MEN'S WEAR REVIEW considered worthy of careful thought. It is so easy to get a snap judgment on such matters, and such judgments are so liable to bias in one way and another, that it was determined to make the enquiry as widespread as possible, covering all varieties of Men's Wear stores in all parts of the country. The results of the enquiry are noted here.

Opinions Vary

That there is still a very considerable difference of opinion is evidenced by the fact that in answer to the enquiry, "Have the long hours many men are now working tended to increase the buying of men's wear lines by women?" Out of fifteen replies tabulated, nine answered with an unqualified "yes," five reported that they had not noted any particular change in their business. One proprietor of a general store reported that women did 90% of the buying of men's wear.

That leaves the debate pretty evenly divided, with the yeas showing a little bit the favorites.

In the answer to the second question, "Do you find that women will buy for themselves while in the store?" The yeas are like Mr. Micawber, "They come out strong." In the same number of replies, eleven line up with the affirmatives. Of the balance two retort an unqualified "No," one replies "Very seldom." One lonely voice replies "They would if they could, but we don't give them the chance," or words to that effect.

"Do you consider it worth while to cater especially to women?" The yeas have gained two recruits on this question, thirteen do consider it worth while, though of this number four hedge their answer round with narrowing conditions. Two "No's" don't even hint at compromise. They are most emphatically of the Opposition.

Believe Women a Factor

To the last question, "Do you believe women will be more and more the customers of men's wear stores?" We find the same thirteen faithfuls championing the cause of the ladies, though be it noted that with five exceptions the championing is not of that hearty nature to bring them any particular feminine approval. The two conscientious objectors stand staunchly to their guns, and are still most emphatically of the negative.

But forsaking for the future the conversational method of the late Bildad the Shuhite, who succeeded in putting a crimp in the patience of the justly celebrated Job, by his question and answer system, let us get down to the actual argument of some of our correspondents. For while the evidence deduced does not prove any particular case, it certainly throws a very considerable light on many of the problems suggested.

Women Buying for Their Own Needs

We have noted above that there is a general opinion that women are buying in men's stores. We did not, however, note that they may not only be buying there for others, but also for themselves, because their own needs have changed with the changed conditions incident to the war.

In this line, Mr. Hay, of Hay & McCarthy, Queen St. West, Toronto, makes a very interesting suggestion: "The munition worker," he says, "Wears out most quickly, overalls, workingmen's trousers, munition coats, etc., and these he generally buys himself. Munition working has brought women in to buy for themselves such things as duster coats, canvas gloves, light caps."

Then also there is a general proclivity on the part of the ladies to adopt men's styles. At least this is the experience of J. W. Patterson, of Petrolia, Ont. He says: "I find that women like to buy men's wear for their own use where possible. They want the mannish article."

Women as a Buying Force—Many Opinions

Isaac McLean, of McLean Bros., Rothwell, Ont., states that in their general store 90% of the men's goods are purchased by women. If this is true of all general stores, and it seems hardly likely that Mr. McLean's experience is an isolated one, then this idea is of supreme moment to the general store.

From the Robert Craig Company, Brockville, Ont., comes the opinion that "25% of men's furnishings are purchased by women." There seems to be a general unanimity on this point, that women are actually becoming an increased buying factor.

J. D. Creaghan, of Moncton, N.B., states that to a certain extent at least women are buying more than usual.

This illustration makes it very evident that Wm. McLelland, of Hamilton, is a believer in catering to women as well as men. His reason he states clearly in one sentence. "I get at least half my business from women." That making a store appeal to women tends to keep men away Mr. McLelland does not believe to be the case. "I find ladies and gentlemen come in together to buy," he says. "And I find it more than ever worth catering to women since, because of the war, so many more young ladies than ever before are working. They are better buyers than in other years."

Note the work baskets and Japanese lines for women which are shown in this window.

W. Hallgarth, of the D. E. MacDonald Co., Guelph, Ont., is of the opinion that "women are certainly buying more than usual." Especially of such lines as underwear, sox and furnishings. Many men are working during store hours and their wives will buy for them."

Fred. Barnes, of Fredericton, N.B., states that many men are leaving the small details of their needs to their wives and daughters.

John Carruthers, of Orillia, Ont., has both a men's and Woman's store. He has noted, however, a considerable increase in woman's buying of men's lines. He believes that in many cases this is considered their business, as they are more or less charged with keeping their menfolk in proper repair.

C. H. Thomas & Co., Fredericton, N.B., reports that there is very little munition making in that city, so they have not noted any particular change in business due to these conditions.

Women Good Buyers

That women once in a store are liable to go the limit in the matter of buying is a pretty general opinion. Not only will they buy for their menfolk, but if their fancy is caught may readily be induced to buy for themselves. "Women will buy mostly anything in ready-to-wear if they see something that attracts them," so says Mr. Thomas, of Fredericton, N.B.

Mr. Barnes, of the same place, also notes the same condition, "Women are more than ever," he says, "Buying men's wear for themselves, especially is this true in the neckwear and sweater departments."

Mr. Hallgarth, of Guelph, notes that they frequently sell men's sweater coats and certain lines of caps, raincoats, etc., for women to wear themselves.

Drawing the Line

Mr. Hay notes a telling objection; "If we handled women's lines there would be a splendid opportunity to sell these women when they come to buy men's goods, but to do it successfully would necessitate having at least one good saleswoman in the store. A woman will buy her husband's underwear from a salesman, but she will buy her own from a saleswoman—and the writer is d—— glad of it."

Once a customer, would a woman continue to patronize a store? One of our correspondents thinks she would, especially for goods not found in an ordinary dry goods store. Another states, "If you can please them once, you are sure to see them again." Most of the answers were somewhat in this line. It depends entirely on the kind of

service whether a woman once having made a purchase, will return. If they get the value and are served well, they will return.

Does It Pay To Cater To Women?—Negative Opinions

In how far does it pay to cater to women's trade in men's stores?

There is a good deal of variety in the opinions on this point. For instance, The George Campbell Company, of Vancouver, B.C., state that the only successful way to handle both men's and women's trade is to have two separate entrances and two separate stores. It is their opinion that women can be made more and more customers of men's wear stores, only at the expense of the men's trade. Their belief is that men do not like to see women in the stores that are supposedly devoted to men's requirements.

N. E. Fortier, of Sherbrooke East, Que., is of about the same opinion. "I consider," he says, "That we should not mix men's and women's business. I would not do anything to effect that end, and I do not think women are likely to become an element in men's stores."

The Wm. Beatty Co., of Parry Sound, Ont., make no effort to encourage woman's buying; they are firmly convinced that men prefer to purchase their own things.

Woman's Christmas trade is to be cultivated, thinks N. L. Birrell, Bloor St., Toronto, but other than that he makes no effort to cultivate it. At this season Mr. Birrell sends out a letter to "His" mother, asking her to buy "His" presents from them, as "He" is accustomed to buy his ties and other things from them and they will know how best to serve her. It is easy, says Mr. Birrell, to interest the women at Christmas, for they buy the bulk of the men's gifts at that season. For the balance of the year, however, he does not notice women's trade to any extent. He caters mostly to the young men, and believes that they like to purchase things for themselves.

Favor the Woman's Trade Element

On the other hand, there are a number of merchants who distinctly favor the woman's trade. Mr. Thomas, of Fredericton, thinks that this business is distinctly worth while, and though he makes no particular bid for it at present, hopes in the future to do so by specializing on certain particular lines. If men's stores will stock anything like complete lines of women's goods, he is sure that they will get a fair proportion of this trade.

"Men like women to do their buying for them," is the contention of Mr. McLean, of Rothwell. "Women are more economical buyers and buy quality, thus the married man and young boy likes his wife or mother to buy their supplies. A clean, airy, inviting store draws women shoppers. If it supplies the goods they call for, it will keep them too. Men do the earning and women the spending, so the store that caters to women will win out."

Advertising Attracts More Women Than Men

Mr. Hallgarth, of Guelph, finds that advertising attracts more women than men, this is especially noticeable with boys' clothing ads. "I have often noticed," he continues, "When we are busy, that all the customers are women, but have seldom seen the store full of men. So I think as our business increases that women will more and more become customers at our store."

Still another correspondent states that many men depend almost entirely on the women to do their buying, though he does not know that the number is on the increase.

Mr. Hay also has some further interesting remarks to make on the subject. We quote him in full:

Some Sidelights on the Woman Buyer

The writer knows nothing of the women's wear trade, but would say that on general principles it would be better to leave it alone unless it were gone into thoroughly. Things done by halves are better left undone.

Merely the handling of a few lines of women's wear in a men's wear store will not do. If you heard a woman say, "My goodness, I can't seem to get anything unless I go down town for it," you would know that the woman had been trying to buy a new crochet needle or a pattern for a corset cover she had seen advertised in some foreign magazine.

"It is worth while to cater to women, the same as it is worth while to cater to men and children—if it is done properly."

By "Men's wear stores" is meant stores that handle men's wear exclusively.

Your question would be answered in part by a well-written volume on the "Psychology of the Human Race."

When a man allows a woman to rule or over-rule his likes and dislikes, the woman will do his buying. When he does his own thinking, he will do his own buying.

A woman buys a new hat and asks how "Jack" likes it. A man says, "I guess I had better get a new hat," and "Ethel" says, "Well, I'm going with you, for you just take anything they give you. Look at that last hat you got, etc., etc., etc., ad infinitum—ad godelpus."

What then is the conclusion of the whole matter? Well, conclusions are far to seek, especially in such a discussion as this. Shall one range one's self with the anti's or the for's. Perhaps it would be the part of wisdom as well as safety, to adopt a truly neutral standpoint and take up a position of vantage, on the fence. Consider us, therefore, as having taken such a position, on the question at large. There remains this to be said, however: That if woman's trade may be a disadvantage to the city store, and as has been shown even this point is debatable, none of these arguments hold with relation to the stores in the more thinly settled districts. Here, unquestionably, woman is a decided factor, and we would judge from the above discussion a growing one. Therefore, her interests are to be considered, and the men's wear dealers that heed this writing on the wall will do so to their own advantage.

CASE RE TRADE-MARK

ON JULY 7, 1916, The People's Sample Store of Montreal, Canada, advertised in the Montreal *News* that they had on sale 800 dozen Men's B. V. D. Underwear. Other advertisements of this concern appeared in the Montreal *Herald*, in which at one place 300 dozen Men's B.V.D. underwear and at another place combination B.V.D.'s were advertised. Upon investigation it was found that the goods sold by this store under these advertisements were not B. V. D. goods but were garments of a similar appearance bearing the labels of other manufacturers than The B. V. D. Company. The B. V. D. Company as the owner of the registered trade-mark "B. V. D." caused the proprietors of the People's Sample Store to be proceeded against for violation of Section 487 of the Canadian Criminal Code. The defendants appeared in person and by attorney and after careful consideration, Magistrate La Fontaine, sitting as Judge of the Preliminary Investigation Court, held that the criminal code had been violated and committed the accused for trial.

PRE-CHRISTMAS SALE BRINGS GOOD RESULTS

Ernst's, of Kitchener, Have Biggest Day's Business in Twenty Years—The Drive For Trade Did Not Spoil Holiday Trade, But Rather Stimulated it—Some of Mr. Ernst's Maxims.

DURING the coming month a number of men's wear dealers will be holding sales—sales to move stock, which, though assuredly rising in value, will yet have to be carried over for ten months if not sold in January or February. It will be of interest to all contemplating such sales to read of one recently held in Kitchener by Ernst.

Favors Early Sale

By the way it is worth noting that Mr. Ernst does not agree with those who think January the right month for a sale. "I've tried sales," then he states, "but they aren't as effective as one held earlier. The idea of a sale assuredly is to sell goods, and you can't sell goods when people haven't the money. I put on my sale this year the last week in November, and the results were entirely satisfactory—much more satisfactory, indeed, than I had hoped. The first Saturday's business was $500 larger than any day's business I've had in the last twenty years. The last day of the sale was also a Saturday. It fell, in total business, $500 behind the opening day, which you will see still left it the equal of any previous Saturday's turn over with the exception of this one."

The Other Argument

Many will doubtles differ with Mr. Ernst as to the wisdom of holding the sale in November instead of January. They will argue, probably, that the idea of a sale is not only to turn goods into money, but to turn them into money at a time when business would otherwise be dull, by the giving of special values and goods will sell at regular prices in November, it will be said, why give special inducements then? Is not that cutting into profits? Is it not a way of lessening the Christmas business?

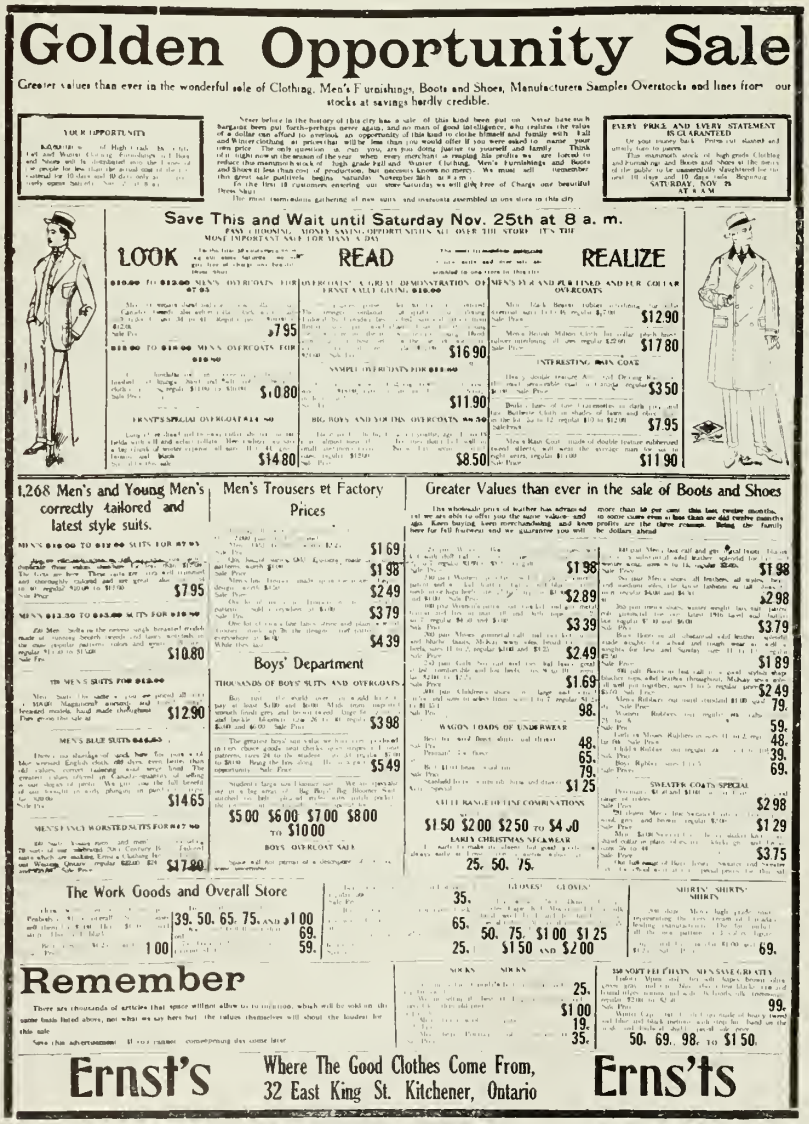
Didn't Hurt Christmas Trade

This is a matter well worth considering. But one thing Mr. Ernst's successful sale assuredly seems to have proved; namely, that a big November sale does not of necessity harm Christmas trade. A MEN'S WEAR REVIEW representative was in Mr. Ernst's store in the days preceding his sale—when he and his sons were laying plans for the big ten days' drive. The same representative was in the store also on December 14th—two weeks after the conclusion of the sale. The Christmas business being done when this second visit was made was really remarkable. The store had been prepared for the holiday trade. Special festooned display racks for suitable presents had been arranged. The windows had been carefully trimmed, and in all departments of the store goods were selling rapidly—selling to men and to women; selling to townspeople, and to people from the country round. It is the opinion of Mr. Ernst that the big November sale, far from undermining the Christmas business, stimulated it. Stimulated it by making people aware of what was to be had in this store, and by causing them to think of what good values could be secured there.

A Believer in Advertising

Mr. Ernst is, and for years has been, a great believer in the printed word. He looks after his advertising himself, and before any outsiders had heard of his sale he had drawn up, and had proved-up, a full page newspaper announcement. Through an arrangement with the Kitchener papers, which were later to publish this big advertisement, he got a large number of copies of the advertisement printed—and these were distributed in advance throughout the country.

This part of the sales plan, by the way, met with re-


Golden Opportunity Sale

Greater values than ever in the wonderful sale of Clothing, Men's Furnishings, Boots and Shoes, Manufacturers Samples Overstocks and lines from our stocks at savings hardly credible.

YOUR OPPORTUNITY

EVERY PRICE AND EVERY STATEMENT IS GUARANTEED

Save This and Wait until Saturday Nov. 25th at 8 a. m.

PAY CHOOSING, MONEY SAVING OPPORTUNITIES ALL OVER THE STORE. IT'S THE MOST IMPORTANT SALE FOR MANY A DAY

LOOK READ REALIZE

1,268 Men's and Young Men's correctly tailored and latest style suits.

Men's Trousers at Factory Prices

Greater Values than ever in the sale of Boots and Shoes

Boys' Department

The Work Goods and Overall Store

Remember

Ernst's Where The Good Clothes Come From, 32 East King St. Kitchener, Ontario Ernst's

The full page newspaper announcement with which Mr. Ernst heralded his big sale. This announcement was scattered broadcast throughout the country as well as appearing in the two newspapers. As an advertisement this is worthy of study. It is full of the facts customers want.

verses. The young men who went out in a motor to scatter these announcements broadcast throughout Waterloo County, worked only two days when bad weather made the roads so difficult to navigate that this method of securing publicity had to be abandoned.

However, a good deal of work had been done, and doubtless news of the sale was more widely disseminated through the country by the newspaper announcements—the first of which appeared the evening before the sale's opening. Still the trade from the country was not as large as that coming from Kitchener itself. This, however, may partially be due to the fact that Waterloo farmers are being forced to buy feed this year, and may very well be inclined to curtail other expenditures as a result.

Some Rules.

Mr. Ernst—to whom sales are no novelty—lays down three or four rules for himself.

The first is to give real values.

The second, to make these values widely known.

The third, to offer some special little inducement—this more as a talk stimulator than anything else.

And his last rule is to live up to every promise to the letter, even if this is not in some cases asked for—or if a breach in the undertaking would not be known.

Now see how these rules were worked out.

Take the one requiring the giving of real values. Study the copy of the first advertisement reproduced herewith. Notice those values of you merchants who know what goods are worth now. Overalls of a kind now wholesaling at $18 a dozen, selling at $1.75. Of course, Mr. Ernst hadn't said $18 a dozen for these. He had, indeed, paid $1.02 each for them, but that, of course, was by laying in a supply long ago. Then overalls at $1. No overall could now be bought to sell at a fair margin of profit for such a sum. The clothing values, too, were remarkable. These also were largely made possible by early buying. The same can be said of the underwear.

In reply to the query as to whether it is wise to sell goods, which have been carried for a long time, only at a fair advance on the original purchase price, Mr. Ernst gives it as his opinion that this is very wise. It makes friends of customers, and further establishes the good name of the store.

The advertisement reproduced indicates the principal step taken to make the unusual values offered widely known. This announcement was followed by two others, of equal size. And, of course, the windows were fully utilized to make the offerings generally known

Came From Neighboring Towns

These methods brought unexpected results. It was found early in the sale that people were coming in from Galt, Preston and Hespeler. The splendid car service from these places made possible the visits of these people, but as no publicity was undertaken in those places, the large numbers of buyers coming for them was unexpected. Probably some of the Kitchener papers go to these towns in good numbers. Also, in all probability, satisfied customers told of their buys and thus spread interest. That's one thing about a sale. A person who has got a bargain just naturally boasts about it, and the result is to stimulate the desire for similar bargains in others.

The special inducement in which Mr. Ernst believes, in this case took the form of offering free shirts to early shoppers. And his feeling that an offer should be lived up to—even when unnecessary as far as public knowledge goes—was put into effect with regard to these free shirts. A number who were entitled to these did not ask for them—did not know they were entitled to the shirts. But they got them nevertheless.

Practically every line moved splendidly. The best selling goods were the boys' clothing—and women were the big buyers of these, though the boys were along to state their wishes as to style, color, etc. After the boys' suits, in order of sales volume, came the men's clothing. And then the boots and shoes.

By the way, Mr. Ernst handles ladies' hosiery, and during the sale had a young lady in charge of this department, though not devoting her entire time to it. During one day she sold hosiery alone to the value of $50.

Yes, this sale was a success. It seems, as Mr. Ernst claims, that the benefits are still coming in. Undoubtedly careful planning in advance did much to bring the gratifying results.

WINTER TENDENCIES IN MILITARY MEN'S WEAR

Continued from page 34.

the point, and it is an important point—is this. The row of buttons that are to be used to button the coat should be sewn on by the leather lug of the button to the surface of the khaki in their proper places. They will hang loosely but firmly attached. When buttoned through the button holes they will be tight and neat looking. The row of buttons that do not button up the coat must be affixed with the leather lug pierced through the khaki so that they have the appearance of being up to the neck in the material, tight and firm just as both rows will be found to look when the coat is buttoned up. If the idle row of buttons is sewn with the leather lug on the surface of the material this row will never properly match the buttoned up row in set and firmness of appearance, but will look very untidy indeed.

The Canadian Collar

The collar of the British Warm coat is a rather narrower style that that adapted by actual usage to the Canadian uniform. Canadian military men's wear specialists endeavor to meet the requirements of the climate of Canada and the requirements of the officers who have to use the British Warm while remaining in training camps in Canada, and the Canadian style of collar which is rather deeper, and more of a storm collar is generally used.

In reference to the cost of materials it is fairly certain now that not only all lines of civilian woolens but also even khaki itself may be dearer to buy before the year 1917 is very old. Khaki will not increase in quite the same proportion as other lines of woolen goods, but this is only because the mills have got settled into their stride to make khaki, and it can thus be turned out more economically. Nevertheless the increasing cost of woolens means that military men's wear, that is officers' uniforms, will be more expensive in 1917.

Of late there appears to have grown up on the part of Canadian officers a tendency to buy a good deal of their equipment in England. The experience of those who have so bought does not appear to warrant a continuance of or rather a spread—of this practice. The Canadian officer has been called upon to pay a very stiff price for his various needs. The case of boots mentioned earlier is fairly typical. There is no desire here to imply that English dealers are taking more than their dues from Canadians, but letters from England—letters written both by officers and privates, and by officers and privates who know clothing prices—indicate that prices asked for breeches, tunics and accessories are stiff indeed. Stiffer, it would seem, than those asked by men's wear dealers in Canada. To make this state of affairs generally known would do something to further stimulate business in military lines here, and also to secure for Canadian soldiers the best—which we'll all agree is what they deserve.

WHAT IS BEING SHOWN IN TORONTO SHOPS

The Christmas Spirit of Course Prevails—A Varied and Interesting Display — Stripes and Dots Very Much to the Fore—Some Hints as to General Tendencies

IT IS an interesting thing to walk down the streets of any city in the days just preceding Christmas. There is a holiday spirit in the air, a general feeling of cheerfulness, at least that's the way it appears here in Toronto. Block after block of colored lights outlining each side of the road, vie with the gorgeous window displays in lending an air of enchantment to the scene. And the windows! They are a veritable treasure house of delight and suggestion. Nor are the suggestions only for the Christmas shopper. They are worth a moment's thought by even the best posted man. Here you have a symposium of what, in the opinion of Toronto dealers at least, are the most attractive things in their stock, the most readily saleable, the things most likely to be in demand. Here you have a pretty sure criterion of the trend of fashions for the coming year.

Bandanas Generally Shown

Take the scarfs for instance. There is surely enough variety here in color and design to meet any taste. The bandana is of course one of the ruling favorites. It seems to have a perennial popularity, especially in the early season. Possibly when the winds begin to get a little bleaker the heavier varieties will usurp its popularity. Even if they do, this usurpation has already been discounted. There are the knitted silk mufflers that are shown in the most beautiful colors and color combinations.

Stripes to the Fore

There was a scarf of this description—navy blue in color with a wide stripe of a paler blue through which ran a pin stripe of white. It was one of the nattiest things that could well be imagined; perhaps others, however, would choose the fringed silk scarf in dark blue and white stripe, the white stripe edged with a thin line of crimson, or the Scotch woolen ties. These come in many patterns; some in straight colors, khaki and drab and soft blue shades. In one store some very attractive lines were noted. They were not exactly wool, but wool with a silky sheen to them. Brush silk, is the technical name, as you know. They were a rather startling sight at first, brilliant stripes of purple and orange or blue and grey. They grow on you though. One thing that is more than noticeable and that is the prevalence of stripes. Shirts, scarfs, ties, the stripe seems to have put its mark on them all.

The Dot Reigns Supreme

Ties, well they are of all varieties. The knitted tie, that some say is a dead letter in New York, is a strong seller here to judge from the display. Nor does this argue that we are behind the fashion. No, we are merely following the dictates of Bond Street rather than Fifth Avenue. These knitted ties are in the new English width, and are destined to be largely worn this Winter. The foulard designs are justly popular. Flowered effects and conventional designs are much in evidence, but the centre of the stage seems to be taken by dots, big dots and little dots, but always dots.

Khaki Shades Widely Shown

In gloves there does not seem to be a great deal of change. All the old favorites are here. Perhaps there is a little tendency to favor the khaki shades. At least these are more pronouncedly to the fore than usual, not only in the actual khaki shade but in olive and drab shades that approach the khaki tone.

What of the Belted Backed Coat

In the clothing lines there is not a great deal of change. The belted back is still being shown and featured to quite an extent, but just what its future is no one seems to know. A good many merchants don't seem to consider its prospect of life too good. Several, while they are stocking the line are having their suits so made that should the public fancy prove changeable they could remove the belt, and presto! there is a new suit for you. Mind you this is not prophecy. The belted suit, or rather the half belted suit, is at this moment a very healthy member of the clothiers' display and showing no tendency to lie down and die. These measures are merely precautionary.

Three Button Coats and High Vest

The most general style, however, seems to be the conventional sack suit made on fairly conservative lines. Three buttons seem to be the prevailing style, though in the suits for the younger man in many instances one of these buttons is entirely eliminated, while the long roll lapel makes it incumbent on him to leave the top button undone, consequently he has to worry along on one button. Not so difficult when it is only on a coat. Then too the general average is made up on the vest, for these as a rule are being worn cut much higher. There is quite a display of vest to be noted above the cut of the coat. In this connection might be mentioned some attractive lines of fancy waistcoats, very suitable for cold weather. They are made of Scotch woolens in the prevailing shades of khaki. One especially attractive specimen was of drab color, with the pockets outlined with a thin piping of a slightly lighter color.

Dressing Gowns Have Good Sale

Dressing gowns and smoking jackets are having their usual Christmas run. These are of many kinds and colors. Some lighter weight dressing gowns, lighter in both color and actual weight, are proving very saleable, but there is the usual steady sale of the better known lines.

A novel little Christmas gift for a man is the conventional traveling collar box, but instead of being always in leather, as has been the immemorial custom, it is also shown this year in a very pretty bandana design. Any man might be pleased enough to get such a gift.

THE MAKING OF KHAKI COLOR

Khaki is, to all appearances, a simple color. Yet sometimes as many as six distinct color units are utilized to obtain the correct army shade, as follows:—Drab, sage-green, bronze, buff, brown, and blue.

The proportions of the various colors may be of interest: Drab, 13 parts; sage-green, 4 parts; bronze, 4 parts; buff, 2 parts, brown, 2 parts; blue, 1 part.

The pure khaki dye is a mineral product extensively used in India, but the mixture or compound shade enhances the tone and freshness of tinting.

Belgian khaki is similar in color to the English, but the Russian variety is warmer in color tone.

NECKWEAR

STRIPES, OF COURSE, BUT SOME NEW IDEAS, TOO

Spring Neckwear Offerings Soon Will be Shown—Prints Sure to be Strong, While Embroidered Effects are to be Featured

STATISTICS surely are the gay deceivers.

Now, since the war began, merchants have seen some of their best neckwear buyers passing the store, with nothing around their neck but the King's Khaki. At the sight they have paused to reflect. Then, having reflected to a conclusion, have sent in a sorting order for several dozen ties. Many of the tie buyers have no need for neckwear now, yet the demand from others has been so large that the total sales in neckwear departments have grown far beyond other years. This may not have been true the country over, but MEN'S WEAR REVIEW is in close touch with many men's wear dealers, and it is an astonishing fact that all asked about their tie business have said: "Better than ever."

A Record-Breaking Holiday Trade

In short, the Christmas business just passed has been a record-breaker—in number of ties sold, and in the good quality of ties in demand by purchasers. The fifty-cent limit has not been fixed.

Canadian Neckwear Leads

This brings to mind a fact which men's wear dealers might well bring out to their customers, namely that the Canadian-made neckwear leads. There is, alas, a feeling with some that Canadian-made goods are lacking in something—have not the finish, the dash, that have the goods brought in from the U.S.A. Well, in neckwear at least—and it is only neckwear we are dealing with here, this certainly is not the case.

New York undoubtedly breeds ideas, but these are gleaned by Canadian manufacturers who frequently visit there. They are—when suitable—incorporated into Canadian styles. And when it comes to silk, the Canadian makers have a great lead over the United States manufacturers in many lines. Let us consider a few statistics—referred to so scoffingly above—to make this point clear.

Where the Tariff Helps

Some good silks are made in the United States, it is true, but Swiss and Italian manufacturers have literally a corner on certain weaves and ranges. Their looms are adjusted to these. They have workers whose fathers before them were tie silk makers. In short, they can produce the goods—even in war times they can produce the goods, though a little slowly and irregularly withal.

Now these Swiss silks face, in the United States, a duty of 60 per cent. To Canada they come at 20 per cent. Moreover, there is a specific tax of 45c per lb. on every pound taken into the States. In other words, Canadian manufacturers get these goods at a price which enables their giving you—and through you the public—remarkable values. It certainly should have a wholesome effect to make your customers aware of these values. Those of you doing business in border cities should be able to keep business in this way.

But enough of this. It does us good, once in a while, to consider where we are favored especially, still we are all naturally interested in Spring styles, just now.

Some Altered Shapes

There will be a tendency to alter the shape of ties for Spring—not to any great extent. Nothing extreme is likely to be shown, but it seems certain the ties will tend a little toward narrower ends, and to greater width under the knot. Collars, naturally, have a big influence on tie shapes, and the consensus of opinion is that these changes will make a cravat more suited to the present day collars.

At the left a large bias shape in printed faille. Large patterns, such as this Tooke Bros. model, are expected to be big sellers. At the right another printed model, as shown by Wm. Milne.

Re-enter the Stripe

During the Christmas trade allover effects have had a big run, and as is the custom there will be a return to

stripes. Stripes come with Spring as surely as the violets and the measles. It depends upon the particular stripes as to which is the more fitting simile.

But it must not be thought the war is making it necessary for manufacturers to present only old-time Spring lines. No. There will be some striking new offerings. Consider the embroidered tie, for instance.

The Embroidered Tie

This tie has proved a winner across the line. But there, by reason of the duties mentioned above, it has not been shown in the widest ranges. Canadian makers, however, are importing some beautiful satins. One firm has these at such a price that it will be possible to send them out as a 50c. range. They will be in good, strong colors. Lots of life, indeed.

Another maker intends putting out his embroidered effects only in 75c or $1.00 neckwear. He figures that by giving generous shapes, and the right material, he will please the trade with, and enable the trade to please their trade. Probably both firms will meet with success.

Prints to the Fore

Foulards and prints are sure of a big run this Spring. Indeed prints have been selling largely in December—an almost unheard of thing. With the Spring, though, they will come into their own.

MEN'S WEAR REVIEW has seen some splendid ties in this range. Some in greens with lighter squares upon it. Some much lighter for the early Summer wear. On the whole it seems the tendency in prints, as in almost all other lines, is toward brighter colors.

Welcome the Mocodore

By the way, another old and tried friend is to attempt a come-back—and while fully aware of the fate of most come-backs, we nevertheless predict that this old friend will find a very well-lighted place in the vicinity of centre stage. The line referred to is the Mocodore—you know, those wear-forever fellows. The lining in them may yet get out of place, but the exterior give out, not likely. Welcome back old friend.

A word as to the batwing. It is to be shown, of course, and the impression is that it will find increased favor with the man on the street. Indeed this tie has been gaining friends all the time. It suits many men. Those with long faces, and long necks, can wear a batwing to splendid effect. So, strangely enough, can some large, rather stout men. It is pretty hard to say who can and who can't wear it to their own advantage. The point of great moment, however, is that many do wear this style.

Of course the batwing will be but one factor in the Spring neckwear range, but it will be a larger factor even than last year.

The knitted tie!

There is something to consider. It has had a fine sale this Fall. It will certainly sell well through the Winter. Unquestionably it is gaining friends in the smaller places, to which it has been for too long a stranger. The wide ends, of course, are now the thing—this being a tribute to English custom. But will the knitted tie go so well in Spring? It will sell, that's certain, but hardly at the pace it is now establishing.

Knitted ties will, of course, tend upward in price. The demand for silk knitted coats, eating up the very limited supply of material is one reason for this.

That reminds us that nothing has been said of prices as regards flat silks. Well, as predicted last month, there will be a number of advances. And yet many lines at the old prices will be available. But the $5.25 or $5.50 range will be pushed strongly, as presenting better values than the $4.25. So also will the purchase of $7.50 neckwear be urged. If the past weeks may be taken as forming a precedent, the trade will be quite ready to buy these ranges —also those of still higher price. When $2.50 ties can be sold to foreign steel workers, as they have been this holiday season in Hamilton, the dealer does not need to fear buying high-priced neckwear.

WHAT IS BEING SHOWN IN MONTREAL

Continued from page 35.

anna handkerchief. Nearly every men's wear window has shown this in some way or another. As a window dresser the bandanna is a strong color spot.

Revolving Overcoat Display

In displays of the more substantial articles of men's wear, overcoats have predominated, generally in dark greys, some browns, and occasional blue greys. The snug fitting lines of overcoats, pinch-backs, ulsters, and ulsterettes have been largely displayed of late. One firm J. I. Broidy's, St. Peter street and Craig W. used a revolving turn table to display a stylish pinch-back ulsterette. This plan for displaying the lines of a new fashion for men at all angles in turn has for long been peculiar to the windows of women's wear stores. Now with men's wear altering in style as fast as feminine fashions the need comes for the appeal to the fastidious male by the same devices as were used formerly for women alone.

Canes have come to Canada, and most men's wear stores have been displaying them of late quite generously. One firm, Roman's, on St. James St., however, has abandoned the line selling out stock at half price. In connection with canes their use in window displays has been most marked, and one men's wear house "The Hub" on Craig West and Bleury Sts., featured a solitary tie lightly twisted around the curve of a cane which extended itself forward from the mass of the men's wear displayed in a main window. A very simple dodge this, but enough to catch attention.

BACK AT THE FRONT

LIEUT. Gordon Dineen has been recently wounded by a shrapnell splinter in his shoulder. Fortunately the wound has not proved troublesome and after a short convalescence in England he is again back at the front. Lieut. Dineen volunteerd for service early in the war, but the delay in sending him to the front was so pronounced that he went direct to England at his own expense and there received a commission in the 9th Royal Berkshires. Prior to the war Lieut. Dineen was associated with the Queen's Own Rifles and was in business with his brother, W. F. Dineen, of the Ansley, Dineen Co., Wellington Street, Toronto.

Hay & McCarthy, men's furnishings, Toronto, have dissolved. E. S. McCarthy retiring.

Vodden & Nicholson, men's furnishings, Toronto, have dissolved. W. J. Vodden continues.

Louis Marshall, tailor and clothier, will do business at Glace Bay and Sydney, Nova Scotia, as The Cape Breton Scotch Woollen Co.

Dunfield & Co., whose up-town store at 426 Yonge Street, Toronto, is located in the much talked of "mystery block," have received notice from H. H. Williams & Co., acting for the new departmental store company, that they must give possession on January first.

RAMBLING UP DEAR OLD BROADWAY

The Sights Cause Our Correspondent to Ramble of Styles Coming, and Styles Going—Coat Lengthens and Buttons Disappear—Some Obesity Cures—New York Young Men Not Too Proud to Wear Trench Coats it Would Seem.

A STROLL up Broadway or Fifth Avenue in these days just preceding Christmas is a pleasant enough tack, especially if the stroller is not pressed for time and can afford to linger and gaze and admire as he goes along. Here too the stroller will get a pretty good idea of what is to be expected of American fashions. Salt Lake City may not be showing exactly the same thing at the moment, but they would if they could, and it is merely a matter of time until they do, for New York is the hub of the American sartorial wheel, just as London is of the English.

Conservative Styles

New York display runs fairly strongly to the conservative this year. Of course, there is the usual display of extreme models. "Fools make the fashions wise men follow them," at least so runs the French proverb. And if it weren't for the "fools" men's fashions would be a drab affair. The lively taste of the millionaire's son and the office boy, for the mental development of the two, at least in the matter of fashions, is the same, is the life of fashion. One might not like to don one's trousers with the aid of a shoehorn, but when we submit to the tailor's suggestion that trousers are being worn a trifle narrower, we are paying unconscious homage to the cheerful lad who pioneered ahead by the shoehorn method.

No, solid citizens like you and I might not like to walk abroad in one of the rain and shine coats affected by our office boy, the tight belt that gives such a flare to the skirt, the generous side pockets with their long sweeping half-patch effect, might not fit in with our growing rotundity of figure. But there was a time—Ah, we are or have been, all of us, office boy in our tastes. A shade of it still lingers too. We don't like to be too far behind the prevailing fashion. Far enough you understand, but not too far.

The Vanishing Buttons

Now, there across the way is a shop that caters to just such folks as you and me. If you want your things right and of just the proper degree of rightness, you can't do better than have a look at these windows. Note the Fall and Winter overcoats. Nothing novel there. No, perhaps not, but they'll be worn. That is, the people we are pleased to think we look like will be wearing them. Look at the rough materials, nothing much else to be seen anywhere, unfinished worsteds and cheviots, you can't beat them for appearances anyway. See the buttons, that's about the biggest difference you'll notice. There will only be three buttons this year instead of the familiar and comfortable fours. Extreme! You should see my office boy's coat—he only has two buttons. They come in the middle somewhere, and I'll swear that it's the very last word in style. Bill's that way. It's two buttons for the young fry and three for the more settled folks like ourselves to whom comfort counts for something.

The Trench Coat in the Limousine

Now there is something really novel, they tell me, a British officer's trench coat, just as worn by the troops in Flanders. The outside is a fine quality of wool gabardine. The coat itself is lined with wool and has an inner lining of oiled silk. It comes about to the knees. They tell me that a good many of these coats are being sold to motorists. It's a far cry from the trenches to a Fifth Avenue limousine. But "peace has its victories as well as war," as our dear president would say, and perhaps not the least of its victories might be in a man having the courage to don that kind of a coat.

Good-bye to the Double Breasted Suit

What about other clothes? There's a little store a few doors farther down that has a good display. Yes, here it is. They tell me that the double breasted sack suit is about to disappear. You notice not very many of them are showing. There is one, for instance, of heavy cloth with big patch pockets. It has three pleats, you notice, down each side of the breast. Yes, it's very attractive, but you couldn't wear it anywhere particular. It's for golf or something like that.

Coats Will Be Longer

Now there is "the thing" in sack suits, a close-fitting, narrow-shouldered, long lined coat. Yes, there is no doubt that it is quite the thing to have the coats just a shade longer than last year. Waistcoats are going to be cut higher too. Some tailors say that two vest buttons should show above the cut of the coat. They will be cut plain without collars, as you see. A tailor was telling me the other day that some of his craft are putting little triangular flaps over the lower pockets. They say it adds distinction. I don't just get that; distinction seems a big word for a patch over the pocket. Still, a waistcoat may make a man. You remember Thackeray's description of King George the Fourth of England, wasn't it?

The Touch of Art

Now, when you come to evening clothes there are some real changes. Notice that model there. Do you see the narrow satin binding that outlines the coat and the pockets of the

THE LATEST IN EVENING WEAR

In New York, You See, the Young Men's Fashion for Evening Wear is Not Khaki — With Some, Indeed, the Dinner Coat is the Working Suit—Their Day Commences in the Evening

trousers? Now if they called that art I would not quarrel with them. It's an added touch you must admit, and a person who can discover this added touch is an artist. It adds to the smartness, without detracting anything from the distinction of dress clothes. That is the great point, for you know as well as I do that every man has a private opinion that he looks distinguished in this garb. Do you notice that they have hitched up the waistline a little too. That's a dressmaker's trick, it gives the long, slender figure. Yes, there will be braid on the trousers this year. You can use it in either single or double rows. Some undecided ones have compromised by having a narrow braid sewed on top of a wider width. Thus the good old mother of invention comes to the aid of the one who cannot make up what he is pleased to call his mind. Dress vests will be mostly white, if one can guess from the styles displayed. Oh, yes, you could wear a black vest to the theatre if you wished, but white will be most worn. They will be a little shorter, too. The newest idea I have noticed is to have the vest even with the lower line of the coat, so that it will not show beneath.

The Relation Between the Buttons and the Tails

What about the Prince Albert? One can only take off one's hat as they do in the movies in the presence of the dead. One writer says: "The Prince Albert is now worn by Prime Ministers, drapery salesmen and undertakers." Yes, it has been called to its fathers, and in its place has come the morning coat or cutaway. Its tails are worn long, as are all coats this year, and its buttons are few. Someone has noticed an interesting connection between the length of the tails and the number of buttons. This authority decides that they vary inversely, when the tails were short and the coats were decorated with a multitude of buttons. As the tails grew longer the buttons gradually dwindled away. Now there are sufficient only for the most exacting demands of utility.

The Soft Hat and the Derby—An Even Heat

In hats, well, you'll get a pretty good idea of what is being worn here in that store across the street. The derby and the soft hat are fighting it out for supremacy. Mark you, if the derby didn't have just a little the edge on the soft hat in the matter of dressiness it might have been considerably outclassed. There is no questioning the popularity of soft hats. Some may say there is some subtle connection between the soft hat and the heads that buys them. I don't know as to that, of course, but anyway they are very popular and are going to continue to be if New York is any criterion, and as a New Yorker I must modestly admit that we are. I would judge that the derby and the soft hat will be about equally worn. The top hat, or silk hat? Yes, there are some changes in it. Perhaps you mightn't notice it at first glance, but if you look closely you will notice that it is more belled in shape than last year's model, if you will pardon a phrase redolent of the automobile salesman, and there is a trifle more roll to the brim.

The Aviation Sweater

There is rather an interesting thing in the novelty line. They call it an aviation sweater, just to be timely, I suppose. On ordinary occasions it looks a good deal like an ordinary sweater with a wide sailor collar. This collar is an adjustable affair, and by means of ingeniously arranged buttons may be made into a regulation hood. That's not such a bad idea, is it? Scotch scarfs are rather popular, too, mostly woolen things with striped or tartan.

The Foulard, the Polka Dot and the Baby Tie

As for ties, even a long winded chap like myself would grow breathless describing them all, but everywhere you go in the daytime the foulard ties are in evidence, and small polka dots, well, they are almost as universal as the wearing of ties. The knitted cravat seems in New York to be about ready for its place in the mortuary urn. There is a little distinction in some of these cravats, too. Notice that one, the knot hardly noticeable and spread wide immediately beneath the collar. There is also a miniature bow tie. It is about the smallest thing that has yet been observed in ties. Some of the dealers are thinking it is going to be a great success, an infant prodigy.

The Belt and the Bay Window Front

You must be wearied by all this discussion, but even a staid chap like myself may be pardoned at becoming interested in the goods shown in the windows at this time of year. Well, I won't trouble you farther. Oh, just a minute though. I'm told that stouter gentlemen are wearing belts with the buckle slipped to the side. What's the idea? Gives him a sylph-like figure, the tailors say. It actually is supposed to remove an inch from the girth. What is once inch among so many, one might ask? But it pleases his little vanity. And he's not above wearing an engraved monogram plate in front, to please it a little more. Well, I really must go this time.

SUITS & OVERCOATS

MATERIALS MONOTONOUS—STYLES CHANGING

The Situation in Men's Wear, Suits and Overcoats for the Late Spring, Early Summer, and Fall of 1917 Indicated—Woollen Prices Look Seriously Firm—Styles That Are Different in Demand—The Special Measure System.

JANUARY is just opening, and already the thoughts of far-seeing men's wear dealers are busy with prospects for the Fall. February is a brief month. Men's wear travelers will be on the road in March. It is not too soon to consider what may be in store for the near future. Styles that are to be very popular this Spring are passing as rapidly as they have arrived. One and all, the manufacturers, and the wholesale dealers in men's wear agree that in the year of grace 1917, fashions for young men's garments and for the garments of older men who feel, and would look young are passing fashions, swift in their course as the weaver's shuttle, but not so sure of return. When materials are so doomed to sameness as they are in 1917 owing to all the accumulated causes that are summed up in the word 'War,' the cry of the youth with well lined pockets is for style, style, style, something different in form at least from my neighbor's if it cannot be entirely different in material and in shade.

Therefore designers of men's wear for the seasons of 1917 are busy men. Therefore merchants of men's wear on a large scale are making trips to the centres of style and fashion. Therefore retailers of men's wear are compelled by the swift passing of popular demand to order supplies with the rapid re-iteration of machine gun-fire, rather than with the ponderous precision of a 90 ton crane handling a consignment.

Course of the Pinch-Back

Pinch-back styles have arrived for Spring and Early Summer, and pinch-back styles will prevail for early Fall —perhaps. There is much weight in that perhaps, and there is a whole lot of Dominion of Canada geography in it too. For city and country are different as pole from equator in demand for men's wear, and in places where the pinch-back has been slow to arrive, it will be slow to depart. Not that the exaggerated pinch-back is likely to take the country districts by storm and prove a stayer in the favor of the farmer and his sons, but just that this style will follow the invariable rule of styles and run its course from city to country and so on into oblivion and the second-hand stores which are sadder than even oblivion for a once smart suit.

Spring will be beyond doubt a season of stylishly built pinch-back suits and overcoats. Particularly neat lines will be followed, for the fastidious young man of to-day will have the perfections of his figure duly indicated by the build of the garments with which he deigns to enclose it. The day when men's wear will, like lady's wear, be designed to dis-close as well as to enclose the figure has not as yet arrived. And yet when men's wear manufacturers and dealers are all declaring that men's wear styles alter as swiftly as feminine fashions, would it be surprising if the whirl of time brought about just such an effeminate occurrence?

Much Tailoring Skill Shown

Now in the development of the pinch-back styles for late Spring, and also for early Fall tendencies that are calling for exceptional cutting and tailoring skill become apparent. There is, for instance, a certain waistcoat style upon which a leading firm in Montreal has been engaged with delicate artistry for some time, and which will blossom forth upon the market like a flower in Spring. This vest style is a true follower of and embellishment upon the pinch-back as it made its first timid appearance. Very narrow in the shoulder, very 'waisty' indeed, and with a 'half-waist' effect produced by a distinct division line in stitching carried right around the front waist line above the lower pockets, this garment is quite the acme of the quality of 'difference' demanded by the smart dressing male between fifteen and fifty. The lower pockets of this vest have sharply designed flaps. The upper two pockets are welt pockets. There are three cleverly tailored pleats on each side above the flapped pockets. It is an ultra-stylish, and very desirable vest.

A young man's one-button double-breasted coat which is to be deservedly popular during the early Summer, if not the early Fall also, is worth the attention of the trade in men's wear. This coat is cleverly built to carry the one-button effect, with the double breasted idea in all except the bottom of the coat. Here the full, rounded effect of the ordinarily single-breasted coat is developed, and the whole style and swing of the coat is attractive accordingly with the graceful touch that is new and original. A narrow lapel is used with the high peak that is so pronouncedly prevalent for the incoming season. This is a design to work out in flannels and will probably be found very popular for Summer wear with all classes of customers from the youngest dressy man to the older man desirous of looking youthful and smart in apparel.

Leaving the matter of styles with the hint that where materials may be found monotonous, embellishments of the needle and scissors artists will be very much the opposite in early Fall styles, the matter of materials must be dealt with emphatically.

Great Advances in Cloth

The truth is that few retailers except the most far-seeing and the most capable in their business, have fully realized yet that the coming year is already promising to

be the very worst year of the whole war period so far in this all-important matter of materials. Woolens are going to be astoundingly high unless all indications are erroneous. Great manufacturing firms and wholesalers of men's wear are compelled to accept exactly what the English mills can send them, and are glad to get it. Orders placed twelve months ago for materials are still on the way. Prices alter upwards over night. A firm in the East placed an order for some fifty bolts of a passably fine blue serge with an English firm within three days of receipt of quotations. In that period the price had risen twenty-seven cents per yard. The order was accepted, and the manufacturer was wise enough not to cancel it.

Another prominent manufacturer in Montreal smiled with a wistful sadness in his expression when a retailer in the country returned to him a suit which failed to meet the requirements of the customer. It "had not worn as long, and the dye had not stood as well as this line at this price should do, and *used to do.*" The manfacturer's smile was evoked by the fact that this very line of suits was on the day it arrived returned to the store, worth *forty per cent. more than on the day the dealer had first ordered it.*

The Worst Yet to Come

"Don't they realize YET that there's a war?" asked the manufacturer. "It may be only my humble opinion, but I tell you things are to be worse yet before they are better in this matter of materials, and the sooner retailers throughout Canada realize it the better for them." This would not be quoted had not every other large manufacturer interviewed expressed much the same view as to the outlook for the Fall of 1917.

That several retailers who are leading men in men's wear in Montreal are aware of the situation was ascertained by MEN'S WEAR REVIEW, and several expressed their intention of reducing no staple lines in men's wear except freak styles in their January sales, and in fact one hinted at holding back certain good value staples for enhanced prices later.

Reverting to styles in regard to overcoats for early Spring, there is a tendency towards a loose-fitting swagger coat quarter lined, and built in Scotch tweeds, and coverts with slant pockets. Another line has surtout effect with vertical pockets, and single and double-breasted effects are aimed at in both. In suits there is a coming tendency to rather pleasant shades of green for the younger men's wear. Colors are not greatly emphasized in style ideas nowadays, since manufacturers cannot be sure of supplies of any favorite colors. England is using practically all grey at present, apart from the few cases here and there where fancy and opportunity lead to the purchase of certain other very ordinary shades. The rule as regards colors now for the manufacturer at least, and maybe for the retailer and the customer too, is "You take what you can get and the darker the color the dearer it is."

As regards prices, more thirty dollar suits (retail price) than ever before in the history of the trade have been ordered of late, according to Montreal, Toronto and Hamilton houses. The great general average runs around $20, $25 and $30 suits and overcoats. Few firms will give their name and guarantee nowadays to any garments under the $20 figure (retail price). The usual 50 per cent. is counted upon for the retailer in wholesale prices, and about the cheapest fairly good suit being made sells wholesale at from $11.50 to $12.00. There are cheaper suits made but they are not leading lines either in quality or as sellers according to present indications. "The popular-priced suit and overcoat of 1917 will have to be about $25.00," is one way of putting it. "The $15 suit is a thing of the past" is another opinion voiced. Thread, buttons, trimmings, canvas, Beatrice twill, linings, materials, labor—are all more costly. Needles and repair parts for machinery are up also. These are reasons in brief for the opinions expressed immediately above.

The difficulties as regards materials, and the rapid alterations of styles make matters difficult for the retailer as far as the carrying of stock is concerned, and the result is the increasing prevalence of the special measurement idea. This is an idea which some makers of men's wear do not greatly admire, but which nevertheless secures for the retailer at least a shade better price for the suit or overcoat so ordered by the customer. It costs at least two dollars more on a suit to wholesale at $13 to have it made by the special measure system. This the consumer of course pays, and usually quite willingly in the assurance that he is getting what is practically a custom-made suit for the small additional outlay.

An effective clothing unit. Perhaps an improvement could be made by puffing out the neck with some soft shaded silk. The metal is harsh looking.

Finnie & Murray, Ltd., Winnipeg, Manitoba, men's furnishings, have been granted a Dominion charter.

THE AUTOMOBILE AND THE FARMER'S SONS

How the Former Has Made the Latter a Factor in the Men's Wear Trade — The Farmer's Wedding Suit No Longer a Family Idol—Jimmy No Longer Favors the Cut-down Article—He Wants the Best and Is Willing to Pay for It—Playing for the Trade of the Farmer's Son

OF recent years the farmer has become a very decided factor in the men's wear trade. His business that used to be figured mainly in ciphers has developed into the main end of the trade in the smaller towns. A men's wear representative called on T. D. O'Connor, of Gananoque, Ont., some time ago and had this idea drawn strongly to his attention. Mr. O'Connor, by the way, has as bright and attractive a store as will be found in many a city, and he carries an unusually good line of furnishings which supplement a clothing business.

In reply to a question as to how a comparatively small town like Gananoque could support a store of this description, as well as several other stores doing more or less of a men's wear business, Mr. O'Connor answered that while the town itself gave him a good deal of business, it was not the town alone that he counted on. "The farmers' trade is the growing trade," he said, "and it is that which gives me the bulk of my business."

One Suit a Lifetime

"I've been in this business now for upwards of 25 years," he continued, "and I can tell you there has been a mighty big change in it in that time. But it is the farmers business that has been the real change. Of course I have always specialized in clothing. In the good old days we sometimes hear about, the farmer used to buy a suit of clothes and the necessary fixings to get married in, after that it was good-by for a generation. If he happened to go to the length of buying an overcoat as well you could write him off your list of customers for good. The old-time farmer used to take especial delight in telling how long he had worn that suit.

"Why I got this suit, let me see, it was the year Hank's boy fell off the seat of the reaper, and got his head sliced open, that must be well on to twenty years ago, and it's as good as ever."

"That was the trouble with business," stated Mr. O'Connor. "It was as good as ever, rather dusty, and considerably green about the shoulders where it should have been blue, but in a community where utility was everything and appearance nothing, why it was as good as ever. If for any reason it grew too small it was cut down for Jimmy and its use still continued. They made good cloth without a doubt in those days, and as the farmer's life didn't lead to increasing weight there was no actual necessity for new purchases.

No Pleasant Memories Attached

"Then too, the farmer wore jumpers all the week, and only wedged himself into the historic suit on Sunday, when the only diversion was to drive the family to church, and spend the rest of the day uncomfortably seated in the parlor where it would be sacrilege to smoke, and look at the preserved Everlasting flowers on the disused mantle.

"There weren't many pleasant associations connected with that suit. The man had never had a good time in it. Even his wedding day couldn't be classed among the cheerful occasions. The conjunction of a new suit and a ceremony was too awful even to think of. No wonder the old time farmer did not hanker for new clothes.

The Flivers Have Changed the Story

"Now everything is changed, however, and the change has meant money in the haberdasher's pocket."

"What is responsible for the change," Mr. O'Connor was asked.

The changing spirit of the times, he thought, and the chief agent in changing this spirit has been the advent of the automobile. Nowadays a very goodly proportion of the farmers had automobiles, and those who didn't were friends of the people who had. Now after putting the cows and chickens to bed the farmer's son instead of performing the same kindly office for himself, oils up the car and is off for the evening. He rubs shoulders with other people in the towns and cities and he is as well dressed as they.

The Trade of the Farmer's Sons

This is the secret that Mr. O'Connor and many another men's wear man has found out. The farmers' sons are a new item in the trade. Father may still boast of his suit of the vintage of 1889, but the son wants the very last minute style. If it should be an hour or so ahead of the last minute, so much the better, he wants it and he is going to buy it along with anything else that is new and novel. Moreover, and here is the real joy of the situation, he has the money to pay for it and does pay for it on the spot.

If these conditions are true for Gananoque, Mr. O'Connor thinks they should be even more so of other places. Gananoque is on a little neck of land jutting out into the St. Lawrence river, and consequently has only about half the country to draw from that the average town has. Here then is an opening field of trade—to play for, and keep, the profitable trade of the Farmers' Sons.

J. M. HICKEY DIES

J. M. Hickey, whom hundreds of men's wear dealers, wholesalers and manufacturers delighted to call friend, died November 24 at his late residence 153 Alcorn Ave., Toronto. He had been ill for perhaps a fortnight, but was thought to be improving.

Born at Dundas, Mr. Hickey went to Australia early in life, but returning to Canada seven years ago started his well-known men's wear store. Without him 97 Yonge street will not seem the same. Funeral services were conducted under the auspices of the Knights of Columbus on Saturday night.

Culiner & Co., St. Catharines, Ont., men's furnishings, have dissolved. I. Semel continues.

Workmen are busily engaged in getting the building formerly occupied by the Colonial Knitting Co., Cambridge Street, Guelph, in readiness for the Tolton Manufacturing Co., who are leaving Stratford. The firm will manufacture men's trousers exclusively. The building has been purchased outright. The work of installing the machinery is expected to be finished this month and the beginning of the New Year will see this new concern starting operations.

A FOREWORD ON FALL, 1917, SHIRTINGS

Three and Four-Color Tones Sure to Be Leaders—French Cuff Gaining in Favor—The Importance of Recommending the Right Laundry to Customers—What of Collar Prices—Stocking Too Largely Seems Inadvisable

A FEW—a very few—new ranges in Spring shirtings will be shown the trade in the opening month of 1917. Manufacturers have tried hard to brighten up their lines with some last minute offerings, but with cloth conditions as they are at present, this has been next thing to impossible. Fortunately, however, the offerings which retailers have already had presented to them left little to be desired. Indeed, when spring comes round, he will be a fault-finding customer indeed, who will be unable to select from the good retailer's stock some shirts which will satisfy.

Fall, 1917, ranges are, of course, of the greatest interest now. For weeks these have been receiving the most careful attention, and while many ranges are as yet incomplete MEN'S WEAR REVIEW is able here to give at least an intelligent forecast for the information of men's wear buyers.

Single Tones Scarce

It seems certain that in spite of difficulties encountered in securing materials the Fall, 1917, range, will be more beautiful, both in colors and designs, than anything that has ever been brought out previously. Attraction, the first step in selling, is most noticeably the basis on which is built the display for Fall offering. Single tones will be very scarce, while two, three and four tone effects, principally the latter, will be very much in evidence.

One great and important reason for this, is to assist the merchant in overcoming the advance in the price of the cloth, although this is most reasonable. In other words, for whatever more the merchant will have to ask for advance in cloth, he will be able to give special value in the way of designs.

The Cloth Situation

The gravity of the cloth situation is made clear by one manufacturer, who in discussing prices says:—

"We might just give you our experience in placing orders with the mills for next year. We have found that the mills are now practically filled up for next year and will not, or are not, in consequence, in a position to accept further business. This is largely owing to the shortage of labor and inability to obtain materials. It is going to be a very serious matter for the manufacturers or cutters-up from now on. Although orders have been placed far in advance it is impossible to obtain deliveries even then. We have several orders placed 16 months ago that are still unfilled, and yet we are writing the mills weekly to hurry the goods forward.

"We are not able to obtain any samples from England, although we are obtaining some flannels from Scotland and have been right along.

"The Candian Cotton Manufacturers seem to be in a quandary and do not seem to know what prices to charge. Last week we sent to Montreal for a price on 10,000 yards of material and received a quotation of 28c a yard, and to-day we received a letter stating they had made a mistake in quoting and price should be 33c. This same firm have done this several times lately. As soon as you show them you wish the goods up goes the price. It is a gambler's market. Evidently the man that pays the highest price gets the preference. All shirting materials have advanced, some 50 per cent., some 75 per cent. and 100 per cent.

"Thread is scarce and hard to obtain. There is a big shortage in the commodity."

Small New Spring Offerings

Regarding additional Spring offerings the following word from a manufacturer is indicative of the general tendency:—

"Regarding the Spring, 1917, line. So far as any additions are concerned, we might state that we are bringing out for January 1st., showing, a small range of the same cloths we are now showing, only in different designs, deviating very little from what we show now,—in fact a belated Spring range embracing numbers received too late from our Mill, to be included with our first showing Spring, 1917, designs.

"We attach a great deal of importance to this, however, as the entire range of cloths will be marked at the old prices."

The French cuff on shirts—about which discussion arises at almost regular intervals—seems certain to continue indefinitely. Indeed, it is gaining in favor. Some dealers say this is due to its suitability for home laundrying. Perhaps economy is in part behind the tendency to have shirts done-up at home. It seems, however, this tendency is more the result of sad experience as to the destruction in shirts often resulting from laundry work. In a recent issue MEN'S WEAR REVIEW dealt with this subject, urging the need of the trade making experiments to the end of ascertaining the laundry in each dealer's particular district which does the best work, and having discovered this laundry to regularly—recommend it to customers. The point is brought out again by a manufacturing house which has been going carefully into this subject, and whose Vice-President says:—

As to Laundering

"The most useful information that can be imparted to the customers of the Furnishers is the danger of having good garments ruined by unreliable laundries. This point

Here is an attractive shirt window, brightened by accessories. The tie in the centre streaming down to the shallow lower show space, at the street level, is attractive and carries the eye in the direction it is intended to follow.

cannot be emphasized too strongly and individuals should locate the laundry doing the best work, as many a shirt has been ruined by a laundry and the fault laid with the manufacturer of the garment.

"On the other hand, silk shirts, should, wherever possible, be laundered at home. The only essentials necessary are pure soap and warm water."

Relating to French cuffs the following opinion will be of interest.

"In regard to the matter of French cuffs, would say that the tendency appears to be that this feature is becoming stronger each season, some of the reasons apparently being that much more desirable materials and colorings can be used for this class of shirt than for stiff cuffs, and whereas the average retail selling price of stiff cuff shirts is about $1.25 to $1.50 each, we find that the demand for French cuff styles requires qualities which average from $2.00, $2.50 and $3.00 each up to as high as $10.00 each."

Another maker says:—

"The French cuff has met the approval of the trade throughout the entire Dominion of Canada and its popularity we think, will be permanent. Practically all of the cloths bought, are especially adapted for this style of shirt."

A dissenting note in the general acclaim given the French cuff is sounded by one maker—yet even he favors this feature as one possessing real merit. He says:—

"We have not found as good a sale of French or double cuff shirts as in former seasons, and yet there may be as many sold by other firms. We think the double cuff is here to stay, for it is the most serviceable for outing shirts."

Still another manufacturer declares:

This French cuff is stronger than ever, and we think it will be a long time before the stiff cuff supersedes it. Though, of course, the stiff cuff is still good—will always be good indeed. Some naturally prefer it for regular wear. Others like to have both classes of cuffs among their shirts."

Nothing Definite Re Collar Advances

As regards collars it is impossible to give any definite advice. Materials have continued to climb. There doesn't seem any limit as to cottons, indeed. Yet makers are evidently loath to raise the collar prices, and while their stocks of raw material last will certainly not make another advance. In any event the laying in of collar stocks against a possible rise would seem unwise in the extreme. Far better to take the quick deliveries that are given than lay in stocks, especially with collar styles changing frequently as fortunately they do. When the rise comes—as it well may before this war is over, despite Bethman-Hollweg's grandiloquent offer of peace—merchants will certainly be able to get the higher price necessary from their customers. In the meantime there seems no cause to worry."

Geo. Parsons, Killarney, Manitoba, has sold his grocery business to Middleton & McNamee, and is moving his present stock of clothing and men's furnishings to a new store, where an up-to-date assortment will be kept.

HATS and CAPS

HATS FOR NEXT FALL WILL BE LARGER IN SIZE

Lower Crowns and Flatter Brims Will be Noticeable — The Pencil Curled Brim Disappears—Green in Lighter Shades Will be the Popular Color — Cap Market Conditions—Some New Models.

IT IS a little early yet to give any authoritative information as to the hat and cap business for the Fall trade, the general tendencies are pretty well known, but there is always the possibility of an entire reversal of style at the last moment to meet the vagaries of the public demand. Such things have frequently happened in the past, notably when the pencil curl brim had its most unexpected vogue, and again, when one enterprising manufacturer started the green shade in hats. The immediate success of this venture compelled many makers to discard all their stock and begin a fevered rush to meet the demand for green hats. Naturally, then, it is impossible to more than estimate the possible tendencies of the new fall styles.

The general tendency on all Fall styles will be towards a larger variety of hat, its general proportions will be increased, not very noticeably, of course, but enough to give a general impression of increased size. The crowns will be lower, probably 5¼, 5½, 5⅝, while the brims will be flatter and somewhat larger. The pencil curl or rope edge brim will to all intents and purposes be a thing of the past, and in its place will be the strictly flat brim.

Pugaree bands are expected to be very popular. These are being shown on straw hats for the Spring trade, and there is a very strong tendency to add them to the Fall styles, indeed, there is a very good showing of these bands on some of the Fall models displayed in New York and they are reported to be taking very well with the trade.

The Derby hat will still remain distinctly in the background. The automobile has signed its death warrant it seems. It may appear to be a rather far cry from an automobile to a derby hat. But those who have had the experience of being shot violently against the top cover of an auto and have had with sorrow to try and iron out the damage to a new derby will realize the force of the association. This argument is being urged in the United States, in any event, and it is an unquestionable fact that the soft hat is distinctly the selling line, and its less perishable nature is given a good deal of the credit. Derbys are still selling, of course, to a considerable extent. They are a dressier hat and are generally used for more dressy occasions when a soft hat might appear out of place. For that reason possibly, it is noted that it is the best lines of derbys that are selling, while the cheaper lines are remaining on the shelf.

The prevailing colors will be green and brown. The greens will show a very decided tendency to favor the lighter shades and olive tones, blues are being shown by some English makers, but as a rule the American makers have practically discarded the color. It is not likely that it will have as heavy a sale as formerly. Dark grey will have its usual following, and pearl shades will be popular for the Summer trade.

The vogue of the green shades has nothing to do with any dye shortage. It unquestionably had in the first instance, but now has gained a firm place in the public favor. Also other sources of dyes have been found and the German product is not in the same demand that it was.

Market conditions are unquestionably very perplexing in the hat trade. The scarcity of leather has led to a very general adoption of the artificial leather sweat band, practically all hats now selling below $18 per dozen are made with this composition band, and up to the present it has proved very satisfactory.

One very large and well known hat manufacturer has cancelled his offers on all hats under this $18 price, claiming that the orders they have on hand at present would more than consume all the stock that they have on hand at present, and that if they have to buy goods in the present market even the hat that formerly sold at $12 could only be sold at the $18 figure at a decided loss. Large handlers of raw material in the States report that all the supplies of which they have any knowledge will hardly be sufficient for the next year's trade and will leave no balance for the future.

The English makers are in a still worse plight, and may be compelled to give up business all together for the time being. Lloyd George's anticipated measures for winning the war, which comprise the taking over of all industries not directly assisting the war-office, would be liable to hit this trade hard. For useful and pleasant as it may be it would be hard to prove that a new hat was a necessity for the winning of the war.

Even at present the conditions are hard enough, the manufacturers actually cannot obtain the raw material. For instance, before the war 80 per cent. of the fur used in hat manufacture came from Belgium. Naturally this source of supply was shut off, and had to be sought in other markets.

Skilled help was another difficult item. Mr. Deneen, of the Ansley, Deneen Co., who has just returned from England in speaking to a MEN'S WEAR REVIEW representative, spoke of a visit he had paid to the immense Christie works, where he had seen 6,000 men employed, and hardly one of them coming between the ages of 18 and 50 years. The whole commercial work of the United Kingdom is in the hands of the young and elderly, practically all unskilled labor.

MARKET REPORTS

UNDERWEAR MILLS ARE ALL BOOKED UP FOR 1917 PRODUCT

Prices Are Holding Steady in Face of Unusual Conditions —No More Orders Taken at Any Price—Mills Anticipate Serious Labor Problem Next Year

UNDERWEAR.—The market for underwear during the week has held steady in the face of extraordinary conditions. That condition lies in the fact that almost all the mills in Canada are booked up for their entire product for the year 1917. This is true both for the manufacturers of woolen and cotton underwear. There were extra heavy orders for underwear on the part of almost all dealers when the manufacturers put their lines on the market in the early part of November. The entire product of the mills was sold out in three days and at that dealers in underwear did not get all they wanted in many instances. There was a limitation of the orders in most cases to the basis of their orders for the year 1916. There was an inclination on the part of many dealers to stock heavily in the face of the shortage of wool and a short crop in cotton. Mills, however, found it necessary to look after all their customers and to this end limited their sales on the basis of the previous year's orders. Stocks of wholesalers were low in many instances and there was a disposition to plunge heavily on the part of many dealers. The prices at which woolen underwear sold this year as compared with last year, represents an advance of 35 to 40 per cent. Underwear of this variety that is placed on the shelves next year will bear at least that much increase over the underwear sold during the past year. The wool situation is an extraordinary one in view of the unprecedented demand for woolens of all kinds for clothing for troops. The entire wool clips of Australia and New Zealand have been commandeered by the British Government, and wool sales were stopped in the United Kingdom by the British Government. This means that outside buyers must get any supplies through Government channels. The needs of the Government will be looked after first. If there is any left over it will be let into the channels of industry through a fine-meshed sieve. Wool supplies are being carefully harbored. Some large dealers have been able to make sales only with the proviso that they are able to get the wool. This is an unsatisfactory condition for manufacturers who are depending on a definite word before they can accept orders. In the face of this condition, some mills have had to refuse orders until the situation clears up and they are able to see with a little more definiteness where their supplies of raw materials are coming from.

Prospects for the Future

In the opinion of Albert W. Elliott, of Jeremiah Williams & Co., Boston, who delivered an address at the convention of the American woolen manufacturers, recently held in that city, there are pretty sure to be high prices for wool for the next ten years. He says: "I believe that high prices for wool have come to stay for a long time. I do not mean that the present famine prices are to prevail during the next ten years. I do believe, however, that prices during the next ten years will average very much higher than during the ten years preceding the war..... The great continental manufacturing districts of continental Europe, France, Belgium, Germany, Austria, Poland, are bare of wool to-day, and when the war is over it will take hundreds of millions of pounds of wool to start their machinery, and it will take 1,000,000,000 pounds additional to restore to somewhere near normal the clothing stocks of the people of Central Europe.....You need fear no sudden glut of wool. Taking into consideration that the clip of Australia, owing to the drouth, is short 175,000,000 pounds of what it was two years ago; that the clip of South Africa is short for the same reason, and to a limited extent the same is true of South America; taking into consideration the fact that vast numbers of sheep have been slaughtered in continental Europe, it will probably be several years before the wool clip of the world is as large as it was in 1913 and 1914."

Look for Serious Labor Shortage

Most of the manufacturers of cotton underwear are fairly well protected ahead in their supplies of war cotton for at least seven or eight months. This will run them well into next year in their production. They accordingly do not anticipate that it will be necessary to advance their prices because of a famine on the raw material. In some cases however, they do anticipate a serious labor shortage in the mills. There is a constant shifting of help to better paid industries. Just at the present time the munition plants are paying the highest wages. Young women who work in the cotton and woolen mills are finding this out and are making the change. By next year this condition is expected to become acute. With inability to get sufficient help of the right skill there is a possibility that the cost of production of both woolen and cotton underwear will greatly increase. For this reason it may be necessary to advance the price. "We may be able to protect ourselves on the raw materials by buying ahead, but we are unable to protect ourselves on the labor end of the manufacture," said one manufacturer to MEN'S WEAR REVIEW. "For this reason higher prices may be forced even where there are sufficient supplies of raw materials."

HOSIERY YARNS AGAIN ADVANCE 10c PER POUND

Wool Situation Shows No Signs of Relief—Great Scarcity and Supplies Coming Into Canada in Very Meagre Quantities

HOSIERY.—Woolen hosiery yarns have made a further advance in the neighborhood of 10c per pound during the month. In consequence, mills that are able to quote still on hosiery have advanced their prices from 12c to 37c per dozen. On November 23 some of the local dealers were advised of a general advance in all lines of English-

made black half-hose. In fact, there is no price list on these lines at the present time. Business must all be done by cable. This is an unusual condition, as it denotes the unsettled condition of the market. In England, as time progresses, more and more machinery is being put on Government work, and this is causing a shortage of available hosiery for consumption by civilians.

The wool situation is such that importers are at a loss to know what to expect in the way of deliveries. Yarn spinners can give no assurance of delivery owing to the uncertainty for securing the raw material. The British Government is holding a tight rein on available stocks of wool from various parts of the Empire, and manufacturers can only get what the Government is willing to let go. They are consequently only making sales of yarn contingent on getting the supplies of wool to manufacture. This is the situation respecting woolen hosiery. Prices are high at present, and are pretty certain to go higher still. The labor problem will become an acute one in hosiery, the same as it is expected to do in underwear. Even at the present time in Canada very few of the mills are working to their capacity through their inability to get the right kind of help. As time passes this condition is expected to become more pronounced.

In cotton hosiery the situation is akin to that in woolen lines. Mills are busy and have their output sold for some time into the future. They are protected for the most part on raw cotton, which will carry them well along into 1917 on their present orders. But the labor situation is an indeterminate factor, and there can be no counting on the increased prices that may be necessary because of the increased cost in this end of the manufacture.

ALL FINE GLOVES ADVANCE $1.50 to $3 PER DOZEN

All Pigskin Gloves and Mits Withdrawn—Cheap Split Cowhides Have Also Been Withdrawn—Grey Suedes in Very Firm Market

GLOVES.—The market for gloves is becoming firmer each week with the continued scarcity of leather of all kinds. With one manufacturer the tan cape lines were withdrawn last month. Now follows the withdrawal during the past month of all pigskin gloves and mits, and the disappearance from the market of cheap split leathers. The better grades of split cowhide have advanced 50c per dozen. With grey suedes the market is very firm. At the time of writing one manufacturer was out of the market altogether owing to the inability to get the raw materials. They have prospects of getting stock in the near future, but will only quote an advance of $1.50 per dozen over the prices of last month with the proviso that deliveries are contingent upon their getting the leather. The price quoted is at $21 per dozen. Stocks of tan capes that were on hand have been completely cleaned out. An order for two hundred dozen of these gloves was recently refused. Ivory capes are all up in price from $1.50 to $3 per dozen.

Split working gloves that a month ago were quoted at $10.50 per dozen are now selling at $11. Buckskin gloves have all advanced $3 per dozen during the month, and one of the popular grades is now selling at $27 per dozen. Material for these gloves is hard to get. Manufacturers cover wide areas of country in their endeavor to get supplies. Moccasins have advanced from $3 to $6 per dozen. The grade that formerly sold for $16.50 per dozen is now quoted at $19.50, while the grade of buckskin that formerly sold for $27 is now quoted at $33 per dozen. Horsehide teamsters' mits is about the only line that has held steady in price during the month, the line being still quoted at $21 per dozen. One of the reasons for the increasing shortage in leathers for gloves is due to the fact that shoe manufacturers have been taking all available supplies they could get to put into women's shoes. The end of high prices in gloves is not yet in sight. Continued firmness can be looked for.

OVERALLS HAVE ADVANCED TO STILL HIGHER LEVELS

One Manufacturer Off Market With Product Sold Until April Next—Blues and Blacks Advanced to $18—Greys Are Holding Steady

OVERALLS.—There is a firm situation in the overall market, with advances of $1 per dozen recorded by some manufacturers during the month. Blues and blacks that formerly sold for $17.50 per dozen have been advanced to $18 per dozen. One manufacturer is out of the market altogether, as the output of his factory is sold up to April next and he is not accepting further orders. Grey overalls, on the other hand, have held steady during the month and are still quoted at $16.50 per dozen. There has been a good demand for overalls of all kinds. Dealers are apparently stocking fairly heavy in anticipation of advances that may take place. "We are of the opinion that prices will be even higher by Spring," stated the manager of one overall concern. "We would not be surprised to see overalls quoted as high as $24 per dozen by April next."

Cotton corduroy goods used in overalls has also been advanced within the past month to the extent of 4c per yard. One line of this goods which a year ago was selling at 20c per yard is now quoted at 33c per yard. There has been a big demand for this article for working men's clothes, due to the fact that the supply of the heavier and coarser woollens has been largely shut off and it has been necessary to go to the cotton lines in order to meet the need. There is every prospect of a firm situation maintaining in the overall market.

HAT COLORS RUN TO SOFTER SHADES DUE DYE SITUATION

Trade in Caps During Past Year Has Been 75 Per Cent. Greater Than Last Year—Look for Big Trade in All Hats in 1917

HATS AND CAPS.—In the cap business the quietness of between-seasons now prevails. Travelers are now in off the road after having sold up the line for sorting and Summer wear. The new lines will be ready for next Fall's trade during the first part of January and travelers will start on their rounds to book about that time. The Fall prices will be based on present prices and will represent a slight advance of approximately 5 per cent. over the cost of the past season's caps. The styles will be much the same as for the past season, but patterns of goods will be different in that they will run more to the greys, browns, tans, and the softer shades. Greens and reds will be practically eliminated owing to the difficulty in getting dyes. Light check caps will be popular patterns.

Business during the past year has been exceptionally good with cap manufacturers, some reporting that their business was fully 75 per cent. greater this year than last. They look for an equally good trade next year. They are pretty well covered on materials, but state if the trade is heavier than the past year they will in all probability be forced to go into the market for additional materials and this may send the prices up somewhat. Manufacturers are forced to carry heavier stocks of goods to provide for their needs than they have ever done in the past. They are now

carrying for the present Winter season, for next Spring and Summer and for the Fall and Winter of 1917. In normal times they carried only enough goods for the approaching season's make. The advance in the price of caps is represented when it is stated that the range for next Fall and Winter will be mostly from $6.50 to $18 per dozen. There will be only two or three lines to sell at $4.50, as there is always a certain demand for this priced article. The range of Winter caps now being disposed of at retail during the present season sold wholesale at $4.50 to $15 per dozen. During the previous year the range was from $4.50 to $13.50 per dozen. Previous to 1914 one prominent manufacturer of caps sold his highest-priced line at $12.50. At the present time the popular high-priced cap sells at $18. During the pre-war period this cap would have sold at $14.

In felt hats the situation continues to be firm. Many of the manufacturers have sold the output of their factories up to April 1. Just at the present the manufacturers are wrestling with the problem of securing sweat-bands. Owing to the shortage of leather they have been forced to seek other materials. In some instances they have taken to fabrikoid, which, it is stated, is proving satisfactory. Satin sweats have been tried out more extensively lately, but have not yet attained to any degree of popularity. The situation respecting the raw felt for hats is still very firm. At recent sales of rabbit skins in London the prices paid represented an advance of 25 per cent. over previous sales, and there were only one-third the number of skins offered for sale as usually offered.

SHOES MAY REACH RECORD PRICES BY END OF 1917

Demand for Shoes Extra Heavy—Shoes That Sold for $7.50 First of This Year Will Probably be Double That Price by End of Next Year

SHOES.—The situation affecting the shoe market is becoming a very serious one for manufacturers. Small manufacturers who have been unable to anticipate their needs for some time in the future and accordingly have not laid in a stock of leather, are finding themselves in a position next to impossible to get supplies. And this is a condition that is expected to increase in acuteness. The British and Allied Governments have been in the market buying enormous quantities of leather and have secured the production of all large sources of supply for months into the future. Russian producers have contracted to supply 400,000,000 square feet of leather to the British Government by December 20, 1916. This has taken almost all available supplies from Russia. The British Government has also gone to the Argentine and contracted for hides now being carried on the backs of cattle and which will not be delivered for some six months in the future. The available stocks of hides in the Argentine have been all contracted for six months ahead.

Locally, the price of shoes has been advanced by manufacturers from 50c to $1 per pair since the first of December, and there is every prospect that further advances will take place in the near future. The advance during the month represents in the neighborhood of 10 per cent. Shoes that were selling at $8.50 and $9 per pair before December 1, are now quoted up $9 to $9.50. This is for one of the better grades of shoes. And the manufacturer stated if he had to make his price based on the present cost of leather he would be compelled to charge $11 to $12 for the same shoe. He had anticipated his needs and had been able to secure considerable supplies of leather some time ago. "I confidently look forward to seeing men's shoes sell for $18 to $20 a pair before the end of next year for the grades that we had formerly sold at the beginning of the present year for $7.50. There is going to be a great shortage of leather. There can be no doubt about that," stated one manufacturer of high grade shoes to MEN'S WEAR REVIEW. "The demand for shoes is enormous at the present time. There is something dangerously near a run on shoes. On December 9 we had the greatest call for shoes that we have ever had in the history of our company.

LEATHER GOODS.—The prices of all leather goods, such as money belts, collar bags, and suitcases have advanced from 10 to 20 per cent. during the month, as intimated in Men's Wear Review last month as a possibility. There have been big advances in leather during the month, in some instances amounting to as much as 50 per cent. In consequence, manufactured articles have been advanced. All $4 and $6 lines in collar bags will henceforth be off the market. The lowest-priced article that some of the large manufacturers will make henceforth will be $8. A line of money belts that formerly sold for $7.20 per dozen, is now quoted at $8. Another line that sold for $12 has been raised at $13.50, while a line that sold for $9 has been increased to $10.80. Demand for these goods has been exceptionally heavy for the present Christmas trade and manufacturers have been cleaned out of available stocks. As an indication of the shortage in leather one large Canadian tanning company has orders on hand at the present time for some 25,000 sides and they have available stocks of only 2,500 sides to fill the orders. In the manufacture of suitcases, the makers have been casting around for substitutes for leather and have taken to the use of fabrikoid in considerable quantities. They are two months behind with orders at present. An advance of approximately 10 per cent. on leather suitcases went into effect on November 27 and other advances in January would not be improbable.

CLOTHING LINES CONTINUE TO ADVANCE

Notification of Higher Prices Has Become Almost a Daily Occurrence—Withdrawal of Lines Continues to Grow Apace—Will Be Continued Advances

CLOTHING. — The clothing market might be characterized as exceedingly firm. Great orders placed in Britain for the Allied Governments have shown their effect further during the past month by a still further curtailment of the number of lines available for the Canadian market. Where lines have not been withdrawn in many instances evidence has come through higher prices. As an indication of the way prices are advancing one importer stated that during the first ten days of December two of his lines of fine suitings advanced 29c and 33c per yard, respectively. One that formerly sold for $2.16 per yard went up to $2.87 per yard. Another that sold for $2.54 per yard went up to $2.87.

Production for domestic uses is gradually becoming less. There is a great scarcity of materials at the present time. Delivery times are furthermore extended farther into the future. Where importers ask for delivery in June of next year, the mills in England will not promise before September or October. Their orders in many instances are left open, with the proviso that they will deliver when they can. One importer expressed the opinion that there would be no cloth available at all in three months' time. He stated it as his belief that mills will be booked to capacity for 1917 by that time and that they will accept no more orders for delivery at any greater distance into the future. Canadian mills are all tied up with orders for cloth. Some American cloths are coming in and this is helping to relieve the situation to a certain extent.

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On the explicit understanding that if they should prove unsatisfactory to you or your customers you are at liberty to return all unsold goods to us within sixty days of the receipt of same and at our expense. And we will credit your account with goods returned besides refunding you any money paid for collars sent back.

Consider what this KANTKRACK policy means to you. Think of the absolute guarantee of satisfaction it conveys, a guarantee that eliminates the element of chance entirely from the KANTKRACK order.

KANTKRACK Collars are made in Canada—made in **"one grade only, and that the best."** Remember too, that we sell direct to you and whether your order is large or small our prices are the same.

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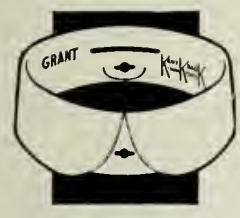

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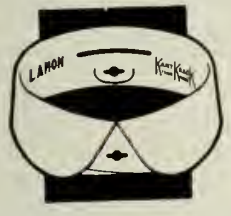

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If any advertisement interests you, tear it out now and place with letters to be answered.

Wholesalers in Best Position

As pointed out last month, the cost of clothing has not advanced in proportion to the cost of cloths. Clothing has advanced in the neighborhood of 25 per cent., whereas cloth has advanced in most lines in the neighborhood of 100 per cent. Wholesalers when they saw the trend of affairs one to two years ago began to stock heavily. Deliveries on certain lines of goods were slow and the wholesalers were able to reap the benefits of these delays. In consequence they have considerable stocks on hands of the moderate-priced goods and have been slow to follow the general upward trend of the market. "But the time is rapidly approaching when the present cheap stocks will be depleted and manufacturers will again be forced to go into the market and buy at the higher prices," stated the representative of one large clothing house. "This process has already begun in some lines where the manufacturers are short. For this reason the suits for next Fall will show advances in certain instances, and in others there will be no advances over those sold for the present year. There will be advances, therefore, but they will not cover all lines. The average might work out from $1 to $1.50 per suit. But the time for much higher-priced clothing is undoubtedly coming. Clothing will sell for $10 to $15 per suit higher than at the present time as soon as the manufacturers are forced to go into the market and buy at present prices or higher. We have not yet reached anything like the prices that will undoubtedly prevail in clothing."

Wool and Demand Are Big Factors

Robert T. Francis, president of the American Association of Woolen and Worsted Manufacturers, recently, at their convention in New York City, said: "The serious question before woolen manufacturers at present in merchandising their product related to the extremely high cost of wool, with prospects of increasing prices. The buying power of the country in everything purchased has been tremendously increased, but figures compiled in reference to this also demonstrated that prices paid by the public for clothing are not keeping pace with disbursements for the other necessaries of life. Retailers have largely heretofore educated their customers to fixed prices for their suits, and even now are loath to depart from this policy. We are hearing complaints from retailers that the public will not keep abreast of the cost of woolen manufacturers' raw materials, and that while it is willing to pay advances on food products and other necessaries, it will not assent to the proposition of paying proportionately more for clothing. If this is the case the consumer must expect to receive poorer material and less wear than heretofore."

This is evidently a condition that is slightly different in Canada, as manufacturers have noticed the inclination to pay higher prices on the part of many purchasers. The dye situation is having an effect on numerous lines of manufactured articles. This is making itself manifest principally in the colors that will be turned out next year. In mackinaw coats, for instance, the colors will run to greys and browns, as it is impossible to get durable dyes in other colors. This same tendency in color will be observed in felt hats, also for the same reason.

Great Difficulty in Getting Supplies of Suspender Web

Manufacturers Have Been Forced to Go Far Afield—Will Not Contract for Orders Beyond May 1 Delivery—Orders Contingent on Amount of Web Delivered

SUSPENDERS.—Difficulties in the manufacture of suspenders are also quite general. There is a shortage of the material and manufacturers have been compelled to go far afield in order to get enough for their anticipated needs for the coming year. One manufacturer was desirous of placing an order for 200,000 yards with one of the web manufacturers, but they would agree to deliver only 100,000 yards. This same manufacturer sought to place an order for a half million yards with another web manufacturer and all that he could be assured was 25,000 yards. In consequence of this condition the manufacturer in question has been compelled to pick up small lots wherever he could and in this way make up an aggregate that he anticipated would be required for his needs for the coming year. This manufacturer will not book orders for delivery beyond May 1, and orders that are taken are contingent on securing the necessary supplies. Prices on this basis are not expected to be higher, at least, during the first part of the coming year, than they are at the present time.

FIRE LOSSES IN RELATION TO RISING PRICES

Continued from page 33.

he should have his goods insured for 80 per cent. of the $15,000 or $12,000. What if he fails to do this? Should the fire destroy his full stock he would get the $8,000, but in this case he would lose the difference between $8,000 and $15,000, or $7,000. Had he insured up to the $12,000 he would have lost only $3,000. This point he meets by saying, of course, that it is very seldom a total loss occurs.

But he stands to lose heavily if only a partial loss occurs. Suppose his loss is only $5,000, in that case he would not get the whole of this amount, even if he were insured for the $8,000. The insurance companies would take the stand that he insured only for $8,000, instead of $12,000—that is, for eighty one-hundred-and-twentieths, for two-thirds of what he should have insured for. He violated his agreement to this extent, and, therefore, they would pay him only eighty one-hundred-and-twentieths of the $5,000, or two-thirds.

Should Watch for Increase on Buildings

It should be noted that the co-insurance clause is interpreted by the insurance companies, not on the valuation by the merchant, but on the cash value of the goods or property at the time of the fire, so that the insured, if he cannot show that he has increased his policy to keep pace with the increase in the real value of the merchandise, will be penalized.

This point applies as much to his property in the way of buildings and equipment as to merchandise that is for sale. One of the leading fire insurance brokerage firms in Canada are sending out warnings to their clients urging that, in view of the increased cost of building, it would be well for them to consider whether it would not be advisable for them to add to their policies to cover the increase in the value of their own building, and a great many are responding. Ordinarily, of course, a building depreciates year after year, but not at the present time.

The Co-Insurance Clause

The secretary-treasurer of a Wholesalers' Association of the United States, thus illustrates the actual loss on merchandise owing to a failure to appreciate this point:

EXAMPLE.

A stock of merchandise inventories at actual cost price..	$10,000.00
And is insured under 80% co-insurance clause at	8,000.00
And market value increases to	14,000.00
And amount of insurance is not increased and a loss accrues amounting to	2,000.00
The assured should have increased his insurance to 80% of the increased valuation, $14,000, which 80% is...	11,200.00
Therefore, having failed to do this, he received 80-120 of his claim of $2,000, or	1,428.57
Incurring a loss of	571.43

"In view of the foregoing," he adds, "it will be the part of wisdom to watch insurance protection closely, so that the amount of insurance carried affords protection to the stock at its cash value.

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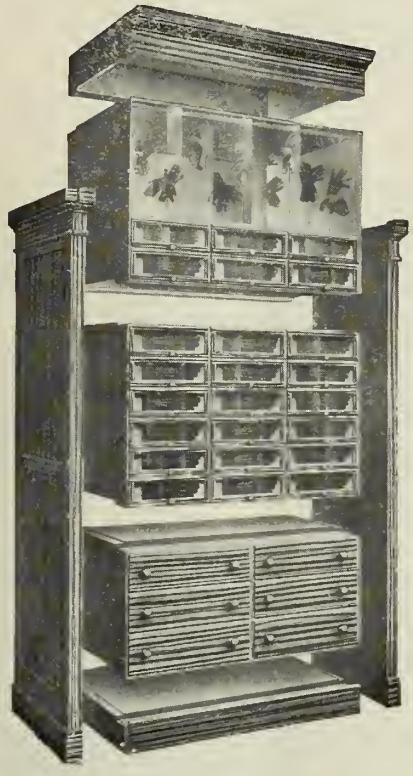

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Interchangeable units, forming continuous fixtures.

A unit for every line of merchandise.

Buy as few as you like; add to them as you like.

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Economical and efficient.

Increase your business.
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The New Way System will reduce overhead expense and enable more sales to be made with the same sales force.

The new store of E. R. Fisher, Ottawa, is conceded to be the finest men's wear store in Canada. It is completely equipped with the New Way Fixtures, and we are pleased to refer to Mr. Fisher for results as to increased business and reduced expense.

Send to us for full particulars.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
69-71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

CANADA

NATIONAL SERVICE

PUBLIC NOTICE is hereby given under the authority of the "War Measures Act, 1914," that during the first week in January, 1917, an inventory will be made by the Post Office Authorities, of every male between the ages of sixteen and sixty-five, residing in Canada.

National Service Cards and addressed envelopes for their return to Ottawa have been placed in the hands of all Postmasters for distribution amongst the persons required to fill in such cards. Every male person of the prescribed ages is required to fill in and return a card enclosed in an envelope within ten days of its receipt.

Any person who fails to receive a card and envelope may obtain the same upon application to the nearest Postmaster.

R. B. BENNETT,
Director General.

Ottawa, 15th December, 1916.

THE NATIONAL SERVICE CARD

1. What is your full name?..... 2. How old are you?..... years.

3. Where do you live? Province.....

4. Name of city, town, village or Post Office .....

Street ..... Number

5. In what country were you born? - - .....

6. In what country was your father born? .....

7. In what country was your mother born? .....

8. Were you born a British subject? .....

9. If not, are you naturalized?.....

10. How much time have you lost in last 12 months from sickness? .....

11. Have you full use of your arms?.....

12. Of your legs?..... 13. Of your sight?.....

14. Of your hearing?.....

15. Which are you—married, single or a widower? - .....

16. How many persons besides yourself do you support? .....

17. What are you working at for a living?.....

18. Whom do you work for?.....

19. Have you a trade or profession?..... 20. If so, what?.....

21. Are you working now?..... 22. If not, why?.....

23. Would you be willing to change your present work for other necessary work at the same pay during the war?.....

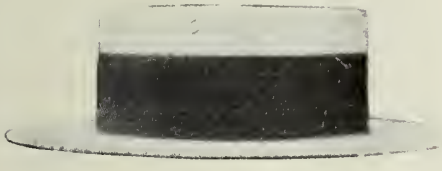
24. Are you willing, if your railway fare is paid, to leave where you now live, and go to some other place in Canada to do such work?.....

GOD SAVE THE KING

If any advertisement interests you, tear it out now and place with letters to be answered.

Important Announcement

To The Men's Wear Trade



The Manufacturers of the

Classic
HATS FOR MEN

beg to announce to the Men's Wear Trade of Canada the adoption of a different form of distribution of their goods to the Trade, commencing on January 1st, 1917.

Heretofore, the well-known Classic Hat has been handled by a reputable firm on a commission basis. We think this *INDIRECT* method of reaching the retailer has had a tendency to keep the manufacturer "out of touch" with the store buying our goods.

We therefore propose to keep in constant touch with our customers, by selling our goods *DIRECT*, having our own permanent showrooms in MONTREAL, TORONTO and WINNIPEG.

We believe this change of policy will be to our mutual benefit, and feel certain the readjustment just completed in our factory, and the reorganization of our selling force will mean even better service than our former policy allowed.

The Crown Hat Company, Limited

Galt ∴ Ontario

SHOWROOMS:

MONTREAL:
286 St. James Street

TORONTO:
28-30 Wellington Street West
J. T. MacLeod Wm. Lorimer

WINNIPEG;
Hammond Building
H. Percy Davey

The J. R. Gaunt & Son (Canada Co.) Limited

ARMY and NAVY

Badges, Buttons, Swords, Caps, Helmets, Belts, Spurs,

and

ACCOUTREMENT MANUFACTURERS

Every requirement for Military or Naval Outfits kept in stock. Write us direct for particulars and prices. NO AGENTS.

63-65 BEAVER HALL HILL, MONTREAL

Also at London, Birmingham, Eng., Bombay, Melbourne and New York

How about your 1917 National requirements?

National Service should cover us all, and before the year 1917 is out, we trust it will.

Let every eligible man fight, and every other man and woman serve, as the State decides our services can best be used.

We are Dominion Agents for

Young & Rochester's Shirts in Flannel, Taffeta and Zephyr.

Tress & Co.—Hats, Caps and Military Service Caps.

Two Steeple's, Ltd.—Hosiery, Underwear and Knitted Goods.

All British Manufacturers.

We have imported largely, and drawn also from factories in Canada and are well stocked for at once, Spring and next Fall.

Specially would we call attention to scarce lines

Gabardine "Aquatite" Coats.

Llama Half Hose in Black and Khaki.

In All Military Accessories

we carry complete lines. Trench Coats, Puttees, Leggings, Solder's Friend and other Polishes, Spurs, Crops, etc.

Khaki plain and ribbed wool socks, $4.50.

Dark and mid-grey wool socks, $3.50.

For these lines of socks, we strongly recommend placing orders for July shipment.

Wreyford & Co.

Wholesale Military Outfitters and Mfrs.' Agents

85 King Street West Toronto, Canada

Just what you need to sell more caps

The handsome cap stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all the patterns carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5′ 8″ high, 27″ wide, and contains 18 spaces to display 15 to 18 dozen caps. Sells at $25.00.

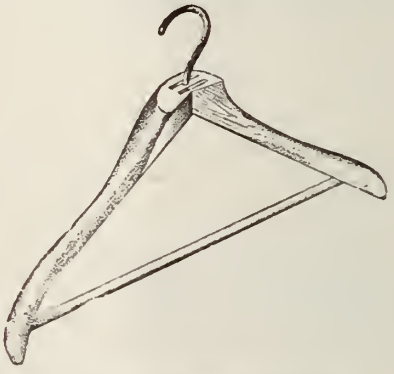
The cost of installing will be more than covered in a short time by increased cap sales, and more satisfied customers.

Send a card to-day for full particulars.

Patented Nov. 20, 1916

Miller and Company

Sault Ste. Marie, Ont.



Hanger 74B

Concave form shaped hanger in buff wax finish.

A perfect hanger in every respect.

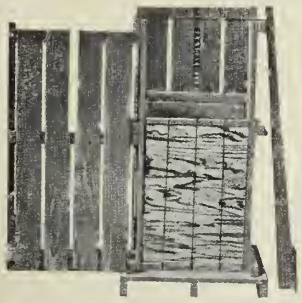
Made of hardwood. To sell at $12.50 per hundred.

The Taylor Manufacturing Company

431 Hughson Street ∴ HAMILTON, Can.

Makers of Racks and Hangers

Save Your Waste Paper
and Cardboard



THE JEWEL PAPER BALER

The Jewel Baler makes it easy.

It keeps your premises clean and tidy.

It turns waste into dollars.

After a short while it is all profit.

Write to-day for full particulars re baler and your best market for waste paper.

General Sales Co.
203 Stair Bldg., Toronto

Novelty Papers for Window and Interior Decoration

Changeable Insert Screens, Pedestals, Flower Boxes, etc.; Lattice, Blocks, Stripes, Onyx, Silko and Velour.

Send for samples. Dept. Z.

Doty & Scrimgeour Sales Co., Inc.
74 Duane Street :: New York City

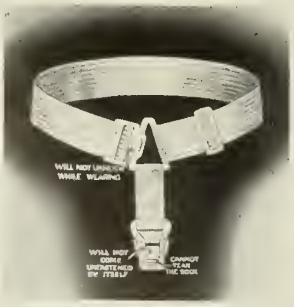
THE WINNERS

CASH'S POPLIN
POPULAR
NECKWEAR
(TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED
301 ST. JAMES STREET, MONTREAL



No pad to absorb perspiration. Guaranteed not to break or bend.

Garter and Arm Bands

As light as a feather.

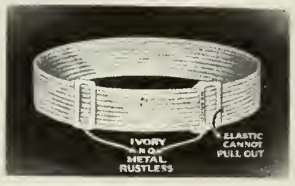
No metal whatever.

Trimmings of ivory give lightness, sanitariness and durability.

Garters made in best quality elastic lisle to retail at 25c, silk 50c.

Armbands to retail, lisle 15c, silk 25c. If your jobber can't supply, write direct for samples.

Hessco Sanitary Collar Button, made of French ivory; removes pressure at back of neck, prevents tie tearing and metal marking of shirt or skin.



Won't mark finest fabrics.

THE HESSCO MFG. COMPANY
145 Wellington Street West :-: TORONTO
Also Manufacturers of full line Men's Jewelry and Leather Belts

"Craftana"

Registered No. 262,0

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE AOME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

UNIT No. 504

1 No. 307 Adj. Diamond Shirt Stand	$ 1.75
2 No. 321 Adj. Shirt Stand	3.50
1 No. 136 Adj. Tee Bar	1.35
1 No. 305 18-inch Collar Tie Stand	.85
1 No. 305 24-inch Collar Tie Stand	.85
1 No. 300 12-inch Pedestal	1.50
1 No. 300 24-inch Pedestal	2.35
TOTAL	$12.05

Complete Window Trim

$12.00

The Taylor Mfg. Company

43 Hughson Street,
Hamilton Canada

Manufacturers of
Racks and Hangers

FOR THE MILLIONAIRE

Made in Canada

"Everyman's" MFD BY TRADE DAVIS BROS MARK

For Canadians

FOR THE MILLION

Boys' Bloomers
for Christmas Trade

Here is a fine line of Boys' Bloomers made at values that will stimulate buying. These prices range from 90 cents up. We are making bloomers in Tweeds, Worsteds, Serges, in browns, fancy greys and blues. Sizes from 22 to 36. Made with or without Governor Fasteners.

Let us send you a few sample pairs of these Bloomers to show you their possibilities.

We specialize in Trousers and have a fine line of Men's Pants and Riding Breeches.

DAVIS BROS.
MANUFACTURERS
HAMILTON - - ONTARIO

WE extend to our Customers and other Friends our best wishes for

A Happy New Year

May the New Year bring to all prosperity and a full measure of health and happiness.

H. E. DAVIS & CO., 117-19-21 St. Henry Street, Montreal
Manufacturers of "*Storm Resista*" Ladies' and Gentlemen's High-Class Waterproof Garments.

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CANADIAN CONSOLIDATED RUBBER CO., LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

CAPS and AUTO HATS

A few of the lines that should be found in every up-to-date stock of Clothing or Wearing Needs. These caps are thoroughly representative of Dominion Rubber System qualities and values, and, like Dominion Raincoats, are the best within *your* reach.

For further information, write to our nearest branch or direct to Head Office.

Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE: MONTREAL

28 Service Branches Throughout Canada

TOOKE BROS *LIMITED* MONTREAL

READY FOR IMMEDIATE DELIVERY

Warehouses at Toronto, Winnipeg and Vancouver.

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VII PUBLICATION OFFICE: TORONTO, FEBRUARY, 1917 No. 2

The MARCH of PROGRESS

PRESENTED BY

FIT-RITE

TAILORED CLOTHES FOR MEN

JOHN W. PECK & CO. Limited

WINNIPEG MONTREAL VANCOUVER

MADE IN CANADA

Arrow *form-fit* (PATENTED IN CANADA) Collars

Have the curve-cut which assures the perfect fit and sit in *both band* and *top*. This is the Arrow patented feature. Unless both band and top have the curved cut out the collar cannot be a true form fitting collar.

$1.20 *a doz.*

CLUETT, PEABODY & CO., Inc., Makers

MONTREAL TORONTO WINNIPEG VANCOUVER

The Quality and Price Appeal

The first choice of discerning men. Elegant styles in a variety of attractive materials made possible through our extensive buying power guarantees the dealer handling *COOPER CAPS* a selling proposition of unusual merit.

Every model is finished with the finesse that wins the discriminating. An examination will convince you that Cooper Cap value is calculated to create real profitable cap sales. And satisfied customers.

See our new Novelty Top Caps for Fall in mixtures and in plaids.

Our travellers now out for *our* convenience, and for *your* saving, as prices will go higher.

The Cooper Cap Company

260 Spadina Ave., Toronto

Penmans HOSIERY

has the indefinable charm of style and finished workmanship plus those qualities of fit and wear that appeal to one's sense of comfort and appreciation of value.

—

Penmans Limited

Paris

The Standard of Excellence

You need "Style-Craft" Special Measure Service!

YOU need it to meet the requirements of your particular trade, of the man requiring special fitting.

A GLANCE at our new samples, which will be ready for your inspection shortly, will show you the advantages of linking up your business with Style-Craft Service.

ARRANGE to examine our proposition before making your Spring and Summer selling plans. We can show you how to build up a better clothing business on a minimum capital investment.

IT just costs you a postage stamp to investigate. Write us now.

E. G. Hachborn & Co.
50-54 YORK STREET
TORONTO

Ready Now!
Immediate Deliveries Assured on Men's and Boys'
SPRING AND FALL
REIS
UNDERWEAR
UNION SUITS
TWO PIECE SUITS
Wool — Cotton Mixtures — Worsteds — Silk
Silk and Wool
All Grades, Weights and Styles
Wire or write for quotations on Men's and Boys' Underwear and Sweaters
ROBERT REIS & CO.
BROADWAY at 19th STREET, NEW YORK

If any advertisement interests you, tear it out now and place with letters to be answered.

HEADLIGHT (UNION MADE) OVERALLS

Dyed with Genuine Indigo

Headlights are Money Savers

one pair of Headlights outwears two pairs of ordinary overalls

No matter how high dye and cotton prices go, HEADLIGHT wearers will be protected. HEADLIGHT quality will be *always* maintained.

Here's Our Guarantee to You

Buy a pair of HEADLIGHT OVERALLS—wear them 30 days—and if you don't find them the *most comfortable, convenient* and *generally satisfactory* overalls you have ever had on, *take them back and get your money without quibble or question.*

To Merchants

Sell HEADLIGHT OVERALLS—they are the *biggest* overall value you can give your customers for their money. They *outwear* and *outsell* any other overall.

HEADLIGHT advertising and sales helps coupled to HEADLIGHT quality have created a demand that *moves* the *goods from your shelves rapidly* and *regularly.*

EXCLUSIVE AGENCY OFFERED YOU. Use the coupon now—get the exclusive agency in your town for this fast selling popular line before your competitor beats you to it.

LARNED, CARTER & CO., DETROIT

World's Greatest Overall Makers

Factories: Detroit and Port Huron, Mich., St. Louis, Mo., San Francisco, Cal.
Canadian Factory. Sarnia, Ont. (22)

Mail This Coupon Today—Larned, Carter & Co., Detroit, Mich.

Trial Order—With the understanding that we are to have the exclusive agency for Headlights in our town you may ship us a well selected assortment of (state how many)_____dozen Headlight overalls, accompanied by your full equipment of advertising matter—posters for bill boards with our name as exclusive agents, store cards, display signs, memo books and time books for distribution, electros for local newspapers, also one Headlight window display.

Name _____

Town _____ State _____

Request for Samples—We prefer to see sample garments before ordering. Therefore, send us a few pairs representing your best selling numbers. You to prepay express charges—we to have the privilege of returning samples after examination. In sending samples, explain fully your exclusive agency proposition.

Name _____

Town _____ State _____

Reproduction full page Saturday Evening Post ad., page 1, issue Feb. 3, 1917

GENTS' FURNISHINGS SPECIALISTS

During the past six years, we have come to the top, specializing in Men's Needs.

We have now

Two of the Finest Gents' Furnishing Departments to be Found Anywhere in Canada.

DEPT. "F" — "HERO" FINE SHIRTS FOR MEN AND BOYS. "WORKING SHIRTS," "MAPLE LEAF" OVERALLS AND SMOCKS, "SAMSON" PANTS, SWEATERS AND UNDERWEAR OF EVERY DESCRIPTION FOR MEN AND BOYS.

MR. P. S. HARDY is in charge of this Department.

DEPT. "I"—FANCY FURNISHINGS FOR MEN AND BOYS. Comprising very complete assortments of Collars, Ties, Mufflers, Suspenders, Gloves, Mitts, Sox, Umbrellas, Waterproofs and all other lines of Men's Wear.

MR. J. L. AMPLEMAN is in charge of this Department.

Two splendidly equipped FACTORIES up-to-date in every detail, backing up these two departments, are a further distinct advantage. The famous "HERO" FINE SHIRTS for Men and Boys, "MAPLE LEAF" Overalls and Smocks, "SAMSON" Pants, and other lines are all made by "ALPHONSE RACINE LIMITED."

MR. J. B. BARRETTE is in charge of all our Factories.

ALPHONSE RACINE LIMITED

Dry Goods Jobbers and Manufacturers

60-80 St. Paul Street, MONTREAL, CAN.

Sample Rooms: OTTAWA QUEBEC SHERBROOKE THREE RIVERS SYDNEY, N.S.
Factories at BEAUBIEN STREET, MONTREAL; ST. DENIS, QUE.; ST. CROIX, QUE.

How Would You Like to be in Debt?

Ninety-nine men will answer quickly, "Not at all!"

Yet every man is in debt, and cannot help it.

The stepping stones to a prosperous business are Debts.

Debt, in itself, is nothing to be afraid of—but only foolish debt.

All businesses that grow rapidly are in debt. Railroads have their bond issues; Banks have their borrowings from depositors; big factories and stores have their commercial paper.

The biggest men in business are, generally speaking, those who owe the most money; the exceptions are those who make abnormal profits.

There are a good many thousand young men in the country to-day who, did they have the courage to go in debt and capitalize their experience, would transform their whole careers.

Again, any line of work which is not good enough to give a lifetime to is not good enough to give a single year to.

Do not waste any valuable time. Don't drift on, in an indefinite sort of way, hoping that something will turn up. It won't. You have to open the latch on the door of Opportunity.

We stand ready to assume the Debt of any young man who has these four requisites:

Capability,

Experience,

Character,

Small Capital.

We must know that he has these possessions. He must convince us before he can join our "Get On" Club of young men who have started Semi-ready Stores, and who have in a few years been out of Debt—only indebted to us in the Spirit of Loyalty and Good Business.

Any young man with from $1,000 to $2,000 in cash will find he can choose any one of six good towns and cities in Canada—and there make a success of business right from the start.

What towns?

One city of 15,000 population in the Province of Ontario. Another town of 9,000 people.

In Quebec, one city of 11,000 population, purely French speaking.

In the Maritime Provinces we are about filled up; yet there may be a chance in one town yet.

In the great West we have two good cities where men have made fortunes with Semi-ready; they retired; their places have not been filled.

We stand ready to do our full share in co-operation with the right sort of man—and we will soon get you out of debt.

Semi-ready Tailoring

H. A. NELSON, President

472 Guy Street ∴ Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

F 10

Sweater Coats for Men and Boys

THIS Range offers you the largest variety, the best values, and the best styles shown anywhere. The feature of 1917 Sweater trade will be the Jumbo stitch. To handle the big demand for this line, we have doubled our capacity in this department, and are showing an excellent range at representative prices.

The original "Pullover Sweater" will regain a good deal of its one time popularity during the coming season. Increases in the price of knitted coats will make the Pullover a logical and economical purchase, for many of your customers. Consider this point when replacing your order for Fall, 1917.

The Monarch Knitting Co., Limited

Dunnville, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

C 10

Monarch Knit Hosiery

THE very newness of this department has enabled us to produce a range that excels in points of finish and value. We were able to secure the last word in Hosiery Knitting Machinery, and to place in charge of this all-efficient plant a man thoroughly experienced in very branch of Hosiery Manufacture.

Our travellers are now showing a complete range of Men's, Women's and Children's Fine Quality Silk, Mercerized and Cashmere Hosiery.

The Monarch Knitting Co., Limited

Dunnville, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

FASHION FIT and SERVICE

are the three outstanding features of Atlantic Underwear, features which have won for it the entire confidence and approval of discerning men. This approval means better underwear business for the Atlantic dealer, continued business that builds worth while profits.

If you are planning for bigger things in your underwear department consider what

Atlantic Quality and Atlantic Reputation offers you. You cannot tie up to a surer thing, or one more likely to please the particular man, than the values offered you in the Atlantic line.

Every Atlantic garment is unshrinkable, due to the use of Maritime wool and expert manufacturing methods. Every Atlantic garment has an elastic roll collar, flexible cuffs, cover-seamed seams, and many other little points of superiority that catch the eye and pull quick sales.

Atlantic profits are within your reach. Plan to get them now and make 1917 your biggest underwear year.

Atlantic Underwear
LIMITED
MONCTON, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

CARHARTT
Safety First Allovers

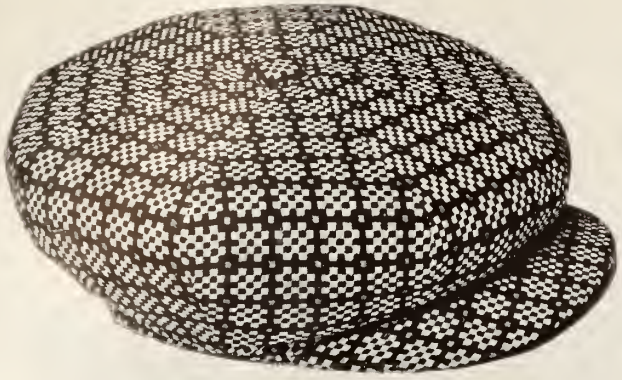
Mechanics, Automobilists, Engineers and Firemen are quick to see the splendid feature of this Allover. The trade-mark convinces them it is the best value.

Specify some of these Safety First Allovers when next ordering. Do it at once and make sure of prompt delivery.

Ask for sample pair of the new Carhartt Gauntlet, fitted with flashlight for signaling purposes. This will be a big line with the automobile trade.

HAMILTON CARHARTT COTTON MILLS
LIMITED

TORONTO MONTREAL VANCOUVER



The famous
BOSTON CAPS

noted for their style, quality and variety of materials, are now being manufactured in new and larger premises, comprising the entire ground floor of the Kellerts Bldg., 338 St. Urbain St., Montreal.

With ample room, good light, ventilation, and the most modern equipment, we will be in a better position than ever to give our patrons service and satisfaction.

Boston Caps are known everywhere as the acme of style and quality. An examination of our values will convince you that this reputation is justified. Ask for samples and prices.

A new line will be the manufacture of Children's Hats. Samples now ready for Spring and next Fall.

Boston Cap Company

(Note New Address)

Wholesale and Retail Manufacturers of Hats and Caps

338 St. Urbain Street ∴ ∴ MONTREAL

Values worth while

are awaiting your inspection in our complete showing of military and other lines. Don't make your selection until you have seen what we offer you. Note the following—

SCARCE GOODS

Khaki Wool Half Hose, plain and ribbed, $4.25 and $4.50.
Dark and Mid. Grey, plain and ribbed, $3.50.
English Heather, ribbed, $3.50, $6.50, $7.50.
English Cashmere, $2.75, $4.50, $6.00.
Woolen Gloves, fancy mixed, $4.50.
Garbardine Coats, military and civilian style, $12.00 to $16.00.
Trench Coats, interlined oilsilk.

Sole Agents for Young & Rochester's Shirts, Dressing Gowns and House Coats.
Tress' Noted Hats, Caps and Straws.
Official Service and Trench Caps.
"Two Steeples" Hosiery, Underwear and Knitted Goods.

COMPLETE STOCK OF MILITARY EQUIPMENT

Leggings, Fox's Puttees and Spurs, Crops and Whips, Kit Bag Handles and Locks, Military Books, "Redio" Cloths and Soldier's Friend, Belts, Signal Poles and Flags, Slickers and Caps.

Write now and arrange to have one of our travellers call on you.

Wreyford & Co.

Wholesale Military Outfitters and Mfrs.' Agents

85 King Street West Toronto, Canada

FOR THE MILLIONAIRE

Made in Canada

"Everyman's" TRADE MFD BY DAVIS BROS MARK

For Canadians

FOR THE MILLION

Corduroy Pants

In Popular Shades of

Drab, Mid. or Golden, Brown, and Dark Brown.

Made with cuff bottoms in all sizes.

Prices from $2.75 to $3.50.

We have a limited quantity of these Corduroys for immediate delivery.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

Is Your Boys' Pants Department Making Customers For Your Store?

When you sell a pair of boys' pants, do you feel sure you have made a customer? Does the size fit? Is the waist right? Is the length right? Is the seat wide enough? How are the pants made? Reinforced at all seams? Clean make? Large, strong pockets? Button and button-hole on strap? On all pants from size 10 up we put on 4 loops in addition to sew on buttons around the waist. We sell all our boys' pants from sizes 4 to 17. The size 4 is 22 inches around the waist; size 9 is 27 in. Up to size 9 our pants are made without a fly. From 10 up they are made with a fly, 4 loops and suspender buttons. Size 10 is 27½ in. around the waist, and every larger size is ½ in. wider; size 17 is 31 inches. Sizes 18 to 20 we sell as extra sizes, and list you $3 doz. extra.

DO YOU NEED CORDUROY BLOOMERS in dark drab or brown color? All these nos. we can ship promptly, and are FULLY LINED, WITH WATCH POCKET. No. 2031, wide rib, at $11 doz.; No. 2013, narrow rib, $12.50 doz.; No. 1050, wide rib, our best seller, good, heavy cloth, $13.50 doz.; No. 1400, wide rib, $16.50 doz. These numbers will WEAR.

WHEN BUYING ALL WOOL BLUE SERGES, do not buy price only. Do not buy single warp serges. They will not wear. They will pull by seams. Our blue serge pants will match coats. They are fast color, right shade, double warp yarns. Please remember, a good half wool is better than a cheap all wool. No. 3402, at $15.50 doz., an 11-oz. pure worsted, made fully lined; No. 3403, at $17.00 doz., a 14-oz. serge; No. 3404, at $18, a 12-oz. narrow wale Oswego; No. 2049, at $12 doz., lined, half worsted, guaranteed fast color.

VALUES IN MIXTURES, TWEEDS, WORSTEDS, CASSIMERES—all made lined, for at once and Spring delivery. At $9, $10.50, $12.50, $15, $18 doz.

CORDUROY MEN'S PANTS—$2.25 PAIR and $2.50 pr.; drab color, wide rib, heavy cloth, cut full size, cuffs, flabs on back pockets, large heavy pockets, 100% value. These Nos. are for YOU. SAMPLE THEM.

HOW MANY BOYS' WASH PANTS WILL YOU SELL NEXT SUMMER? You know how much cloth pants have advanced, and that VALUES in wash pants will sell big. Will you show a VARIETY? Will you show something NEW? Will you sell several pair to customers who formerly bought one? Will you make NEW CUSTOMERS? Will your OTHER DEPARTMENTS profit? We want you to see our KHAKI BLOOMER at $5, $5.50, $6.50 doz. KHAKI LONG PANTS for Boys, made with watch pocket and CUFFS on bottom, at $8, $10.50 doz. KHAKI NORFOLK SUITS, sizes 8 to 16, at $2 suit. WHITE DUCKS in BLOOMERS and long pants. SUMMER CLOTH in many styles and prices. SHEPHERD PLAID, CRASH, GREY, BROWN, WHITE LINENS. All wash goods are fast color, full size, clean make. Write for sample and swatches. We want your open order on anything you need. We know our merchandise will please you. VALUES.

THE O. K. KNEE PANTS COMPANY

35-37 E. 10th Street, N.Y.C., U.S.A.

The J. R. Gaunt & Son (Canada Co.) Limited

ARMY and NAVY

Badges, Buttons, Swords, Caps, Helmets, Belts, Spurs, and

ACCOUTREMENT MANUFACTURERS

Every requirement for Military or Naval Outfits kept in stock. Write us direct for particulars and prices. NO AGENTS.

63-65 BEAVER HALL HILL, MONTREAL

Also at London, Birmingham, Eng., Bombay, Melbourne and New York

UNIT No. 504

1	No. 307 Adj. Diamond Shirt Stand	$ 1.75
2	No. 321 Adj. Shirt Stand	3.50
1	No. 136 Adj. Tee Bar	1.35
1	No. 305 18-inch Collar Tie Stand	.85
1	No. 305 24-inch Collar Tie Stand	.85
1	No. 300 12-inch Pedestal	1.50
1	No. 300 24-inch Pedestal	2.25
	TOTAL	$12.05

Complete Window Trim

$12.00

The Taylor Mfg. Company

43 Hughson Street

Hamilton Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Men's Trousers

Ready for Quick Delivery

We are fortunate in having splendid stocks and can fill your needs for Trousers with the well-known Haugh line.

Those of you who have bought —or, better still, worn—Haugh Trousers, know their many strong points.

The ample size, full seat allowing for stooping.

The double-seaming throughout to give strength.

The well-cut belt straps.

The five pockets.

The hip adjuster strap.

The plain bottom, or unfinished, as desired.

Haugh Trousers made in tweeds, serges, corduroys, worsteds.

We believe our Travellers have one of the completest lines on the road, selling at prices from $1.50 to $4.50.

The J. A. Haugh Mfg. Co.
Limited
TORONTO, CANADA

"Craftana"

Registered No. 262,0

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

Just what you need to sell more caps

The handsome cap stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all the patterns carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5' 8" high, 27" wide, and contains 18 spaces to display 15 to 18 dozen caps. Sells at $25.00.

The cost of installing will be more than covered in a short time by increased cap sales, and more satisfied customers.

Send a card to-day for full particulars.

Patented Nov. 20, 1916

Miller and Company
Sault Ste. Marie, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

Fit-Reform

This is the Label that good dressers of Canada look for — which is attached to the pocket of every Fit-Reform garment.

MODEL 161

2 Button Single Breasted, Young Men's Overcoat, Pinch Back, Buttoned Through, Form Fitting, Narrow Shoulders, Lower Pockets, Slanting Patch with Flaps, Two Piece Belt.

FIT-REFORM

Connect Yourself With Fit-Reform Prestige

If we are not already represented in your town, write us about securing the exclusive agency for Fit-Reform Tailored Suits and Overcoats — or Fit-Reform Special Measure Service.

The Fit-Reform name and reputation are "liquid assets" to any ambitious, wide-awake firm.

Your personality and the Fit-Reform prestige, will make a trade-winning combination for you.

Write for particulars to

E. A. SMALL CO., LIMITED
MONTREAL

" As light as a feather—No metal whatever "

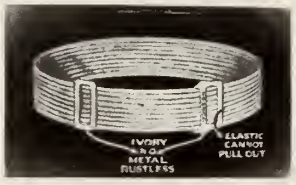
HESSCO Registered
IVORY TRIMMED
Garter and Arm Bands

No Binding
Rustless Guaranteed

Trimmings of ivory give lightness, sanitariness and durability.
Will not tear the sock.
Garters made in best quality elastic lisle to retail at 25c, silk 50c.

No pad to absorb perspiration. Guaranteed not to break or bend.

Hessco Sanitary Collar Button, made of French ivory; removes pressure at back of neck, prevents tie tearing and metal marking of shirt or skin.

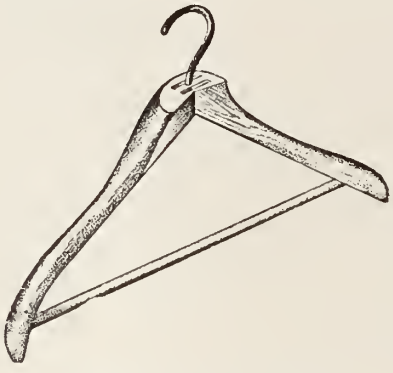


Won't mark finest fabrics.

Arm Bands to retail. lisle 15c, silk 25c.
If your jobber can't supply, write direct for samples.

Also Manufacturers and Importers of full line MEN'S JEWELRY and LEATHER BELTS

THE HESSCO MFG. COMPANY
145 Wellington Street West :-: TORONTO
Sole Manufacturers and Patent Holders



Hanger 74B

Concave form shaped hanger in buff wax finish.

A perfect hanger in every respect.

Made of hardwood. To sell at $12.50 per hundred.

The Taylor Manufacturing Company
43 Hughson Street .·. HAMILTON, Can.
Makers of Racks and Hangers

AVON KNIT RANGE

is very attractive this year, both in designs and prices. The old adage, "Necessity is the mother of invention," has proved to be true once more, and in spite of the ever-soaring prices of material and labor, we have, through the ingenuity of our designers, been able to produce some wonderfully good values. Therefore, it will pay you to see AVON KNIT and make the bulk of your selections for Autumn, 1917, from our lines.

We have increased our plant and are in a position to take care of your PLACING ORDERS.

Our agents are now on the road.

Avon Hosiery Ltd.
Stratford, Ontario

Richard L. Baker & Co.
100 Wellington Street West - Toronto
Agents

Warning!

Last year there was a great shortage of

"KING" Summer Suspenders

This is a live line that has had eight years' successful selling and is still thriving.

Send your order

NOW

to your nearest jobber or direct to us, and make sure of your supply

For 1917

Our national advertising helps to sell.

King

RUST PROOF SUMMER SUSPENDER

TWO OR FOUR POINT.

Metal parts are positively rust-proof. Will not stain or soil fine fabric shirts. The webbing is still of the high-class sweat-proof yarns.

NOTE

Orders received so far show an increased preference for 4 point.

The percentage is about 2 dozen 4 point to every dozen of 2 point

The King Suspender Company

64-66-68 Adelaide St. East - Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

The Man of the Hour
Must Be Well Dressed

We are military tailors of long experience and enviable reputation.

Everything in Military Clothing and Equipment.

When the dealer connects up with us he can be sure of absolute satisfaction for his customers and liberal treatment for himself.

R. J. INGLIS, LTD.

138 Peel Street, Montreal

Western Branch:
291 Garry Street, - Winnipeg

Special 1917 Offer

With their first 1917 order for Hanger 280, shown elsewhere in this issue, our dealer friends may request their name and business address to be printed upon the hanger.

With first orders of the year received before February 15th this printing will be done free, and this hanger delivered at the regular price of $7.50 per hundred.

The Taylor Manufacturing Company

43 Hughson Street .·. HAMILTON, Can.

Makers of Racks and Hangers

THE WINNERS

POPULAR
NECKWEAR
(TUBULAR)
BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED
301 ST. JAMES STREET, MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

BOB LONG
BRAND
REGISTERED
KNOWN FROM COAST TO COAST

The above is an illustration of a new children's suit made in brushed mottled effects in a variety of good sellers. Our Children's Knit Goods Specialties this season are a special feature.

Knitted Goods with Special Features

That appeal to your customers

The quality is there to back up every sale — the profits are there to make it worth your while.

This is a winning combination for the progressive dealer, and when it is backed up by a growing demand for "Bob Long" Brand goods, business expansion is assured.

The season's range of "Bob Long" Knitted Goods comprises many new and effective styles that will be sure to create heavy buying. We advise placing your orders as early as possible, owing to the uncertain condition of the market.

When the "Bob Long" man calls be sure to inspect his samples.

R. G. Long & Co., Limited

TORONTO, ONTARIO

Also manufacturers of **"Bob Long"** Union Made Gloves, Overalls and Shirts, Moccasins and High-grade Sweaters for men, women, boys and girls.

AHEAD OF ALL
MCo
Miller
TORONTO

If you have never dealt with us let's get acquainted now, you'll like our square dealings and superior service.

A Pleasant Surprise for You

Miller Prices for 1917

Can be favorably compared with 1915 prices

From a tremendous supply of materials bought before the heavy advances we can supply all our friends in the trade with

MILLER DUCK AND SPECIALTY CLOTHING

at prices which are fully 15 to 30 per cent. under present market values. This is your chance to replenish your stock and provide for your future requirements throughout the season. Our present stocks which make these tremendous values possible won't, however, last very long under the present heavy selling—so don't blame us if your order is received too late to be accepted at present low prices.

The Miller Label shown here stands for all that is best in

White Duck and Khaki Pants
Palm Beach and Summerweight Clothing
(Made in Canada by men tailors especially for Canadian men)
Duck Coats and Aprons **Munition Coats**

Miller Manufacturing Company, Ltd.

Makers of the famous Miller Breeches

44 York Street, Toronto

New Forms to Stimulate Your Clothing Business

Men's Coat Form at Left.
Sateen Covered, as cut.....$8.00
Black Jersey 6.00
Add for Arms 1.50
9 in. Base, Mahogany Finish.
Vest Form at Right.
Sateen Covered, as cut $5.50
Black Jersey Covering 4.00
7 in. Base, Iron.

Herewith we show two recent additions to our stock. The shaping is such as gives the right hang to the New Clothing Models. These forms, and our others, will enable you getting the effects you want.

Quick action will get individuality and quality into your display

A. S. Richardson & Co.

99 ONTARIO STREET - TORONTO

The Lace Goods Co., Ltd.

Importers and Manufacturers' Agents

Handkerchiefs

We have a splendid line of men's Handkerchiefs in stock at the right prices.

KHAKI

HANDKERCHIEFS

All Qualities in Stock. Send for Samples. Get your order in early.

Mail Orders Receive Prompt Attention

The Lace Goods Co., Ltd.

Empire Building Toronto, Canada

If any advertisement interests you tear it out now and place with letters to be answered.

Wolthausen

The Hats That Sell

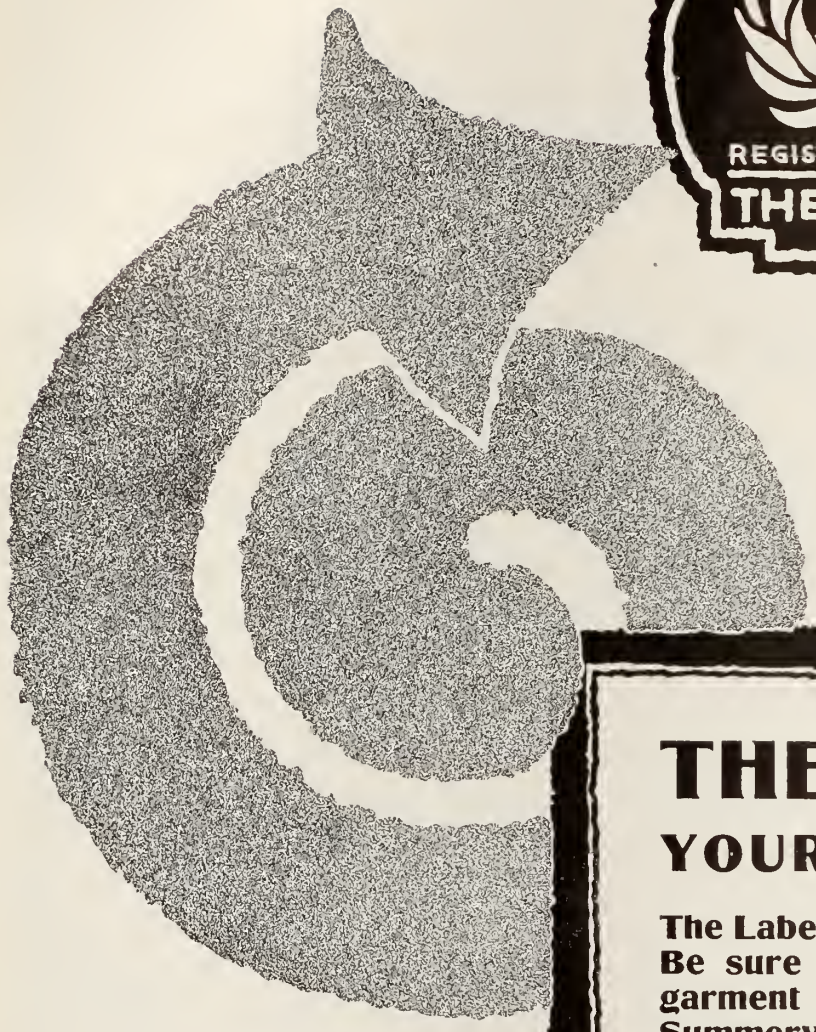
OUR travellers leave shortly and "tote" in their trunks the niftiest range of new styles you ever clapped eyes upon. If you want to make this season a hummer pass along your order, for, owing to the ever increasing demand for Wolthausens and the difficulty we are up against in securing workmen of sufficient skill to produce Wolthausens, late orders will have to take their turn. Order early and get a display of Wolthausens in your window first.

The Wolthausen Hat Corporation, Ltd.
BROCKVILLE, CANADA

MONTREAL
Mappin & Webb Building

TORONTO
28 Wellington West

If any advertisement interests you, tear it out now and place with letters to be answered.



Palm Beach

REGISTERED U.S. PATENT OFFICE.

THE GENUINE CLOTH

THE LABEL—
YOUR SAFEGUARD

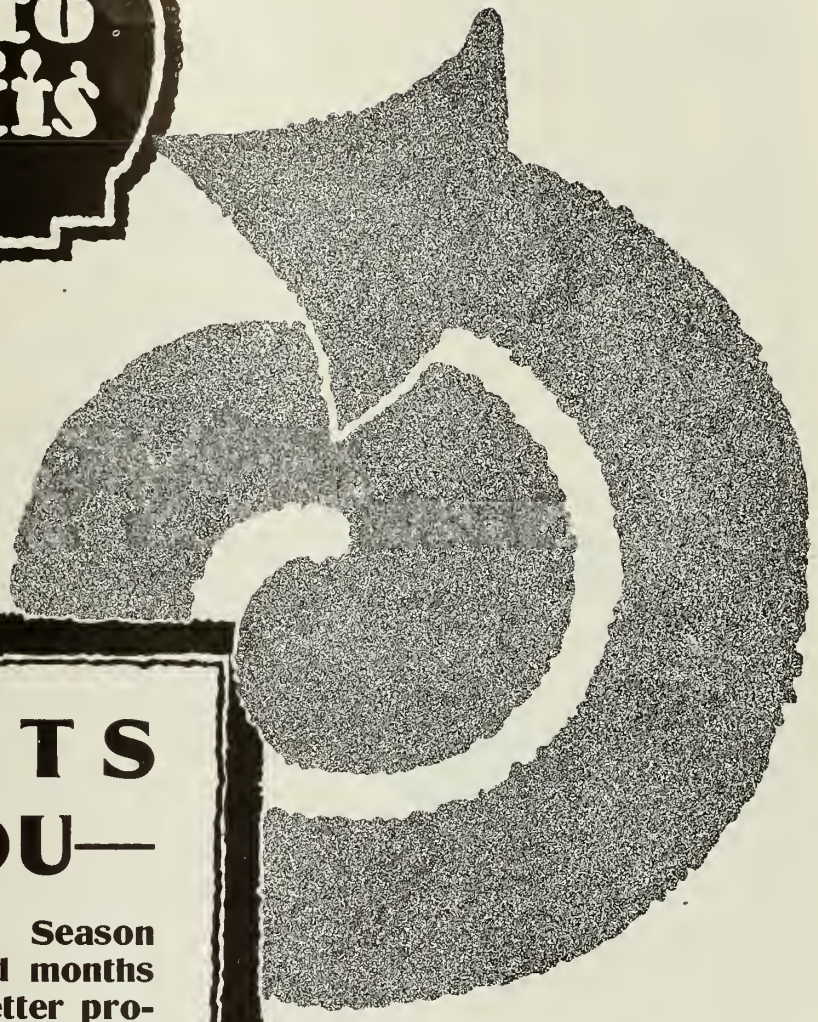
The Label is proof of the Genuine. Be sure to look for it in every garment you buy. The leading Summerwear manufacturers can supply you.

Ask to see the new line to-day—it brings you a wealth of surprises in fadeproof shades and beautiful patterns—and a welcome promise of a bigger Summer business.

Clever window cards and cuts of the genuine trade mark will be sent you free, on request.

THE PALM BEACH MILLS
GOODALL WORSTED COMPANY
A. ROHAUT DEPT., SELLING AGENT
229 FOURTH AVE., NEW YORK, U.S.A.

Say "No" to Makeshifts

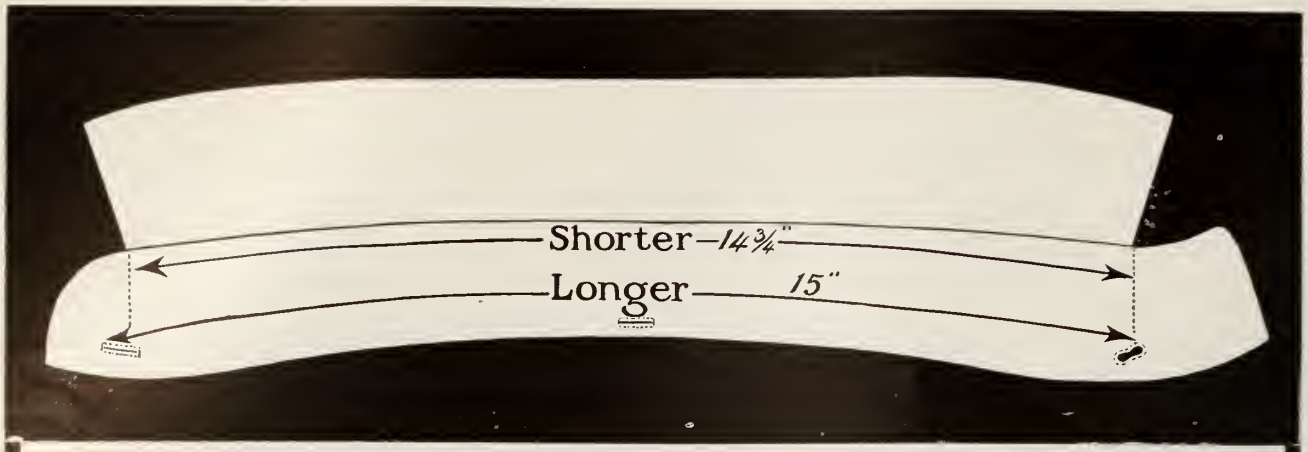


IT RESTS WITH YOU—

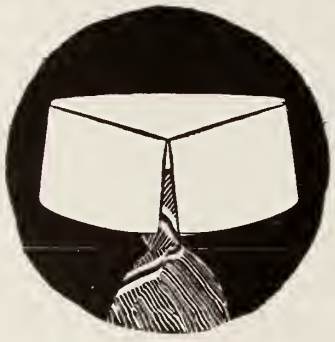
Whether your Summer Season of 1917 will mean solid months of trade increase and better profits—or losses in cash and confidence through returns, claims and dissatisfaction.

Protect your customers' interests and your own—Demand "GENUINE PALM BEACH SUITS" and get them. Avoid cheaper cloths that lack finish, construction, durability and fast dyes.

Remember that "PALM BEACH" is a registered trade-marked name, originated and owned by us alone. It dare not be applied to other cloths.



Why We Make the Top Slightly Smaller



WITH the normal individual, the neck slopes gradually inward from the base to a point above the height of his collar.

To give a perfect fit a collar must, therefore, taper slightly towards the top. That is one reason why we make W. G. & R. collars slightly smaller at the top.

Another reason, too, is that the bottom of a collar must go around the neck band of the shirt and therefore more length is required at the bottom than at the top.

By designing the top of the collar smaller than the buttonhole length, a closer and neater fit is assured.

This cannot just be cut smaller, but must bear a proper relation to the tab or hook end, or the collar will spread at the top. The W. G. & R. tab is cut with the same curve as the top of the collar so that the close fit is absolutely maintained.

W. G. & R. collars differ in many ways from others. They have many distinctive selling points—*real* selling points, not *freak* ones. It only needs a comparison on the neck with other makes to demonstrate the superiority of W. G. & R. collars.

The Williams, Greene & Rome Co., Limited

Kitchener, Canada

TRADE W.G.R. MARK

MAKERS OF FINE SHIRTS, COLLARS, PYJAMAS AND SUMMER UNDERWEAR

TRADE W.G.R. MARK

If any advertisement interests you, tear it out now and place with letters to be answered.

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 7 TORONTO, FEBRUARY, 1917 No. 2

EDITORIAL CONTENTS

The Clothing Store Man as a Specialist.

Profits From Pressing Department.

Editorial—On Taking Discounts—Cutting Out Unprofitable Lines—The Fixed Selling Price—A Sinking Fund—Examine Goods on Delivery—To the Advantage of the Company.

Skating Craze Rules Broadway.

The Power of the Picture in Selling Soldiers' Comforts.

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What's Your Window Worth to You?

What is Being Shown in Montreal.

What is Being Shown in Toronto.

Collars and Shirts—Daintiness of Design to Feature in Fall Shirts.

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Ways of the Working Man and Worth of His Trade in Men's Wear.

Industrial Dispute in Montreal Will Delay Deliveries.

Hats Up Again—Dyes Getting Better.

Bright Colors and Pat Wings the Thing.

New Blouses for Boys.

Fixing Responsibility for Each Department.

Women's Overalls Now on the Market.

Wool, Yarn and Dyestuffs Situation.

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*

H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

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Fred McLaughlin, *Eastern Ontario Representative.*

CHIEF OFFICES

CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year. Other Countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

"That's my cap!"

is the natural exclamation of a man when he sees the snappy styles and big values in the season's range of "Canada" Caps.

Our service-giving facilities and our long connection with the trade enable us to give our patrons an unusually good thing, one that is hard to duplicate in these war days. You should have the Canada Cap man call.

Canada Cap Company, Limited
Truro, Nova Scotia

Workmanship
Material
Fit

Imperial Underwear Will satisfy any man

We have featured and specialized on men's pure wool underwear since 1880. We have centralized our efforts on underwear and have the pleasure of knowing that our efforts have been crowned with success.

Imperial Pure Wool Men's Underwear gives complete satisfaction to the wearer—the kind of satisfaction that makes them Imperial wearers for life. For the merchant it gives a splendid customer-winning, trade-holding, profit-producing proposition—a proposition worth while.

We specialize on Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan. Get samples from your jobber, and note the five Imperial features:

Lap-Seam Shoulders, Comfort-Fitting Collarette, Snug-Fitting Flap, Closed Crotch, Improved Knit Cuffs and Anklets.

Imperial lines embrace combination and two-piece suits. Send for those samples to-day.

Kingston Hosiery Company
KINGSTON, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

A Word of Assurance

At a time like the present, when the result of the dye shortage on textiles is the source of much anxiety, annoyance and loss to garment manufacturers and dealers alike, we feel it due our patrons to emphasize the fact that the texture and dye of

Stifel's Indigo Cloth

Standard for over 75 years

is exactly of the same high and unimpeachable quality NOW as it was before the dye shortage began to affect the textile market.

And, we give you the assurance that just what you have known Stifel's Indigo to be in the past—a fabric dyed with PURE VEGETABLE EAST INDIGO DYE—so it will continue to be as long as we manufacture it.

REGISTERED

This mark stamped on the back of the goods is YOUR guarantee and YOUR CUSTOMER'S guarantee of the genuine 100 per cent. efficient Stifel's Indigo Cloth.

J. L. Stifel & Sons

Indigo Dyers and Printers

WHEELING, W. Va.

New York	260 262 Church St.	San Francisco	Postal Tele. Bldg.	St. Paul	238 Endicott Bldg.
Philadelphia	324 Market St.	St. Joseph, Mo.	Saxton Bank Bldg.	Toronto	14 Manchester Bldg.
Boston	31 Bedford St.	Baltimore	Coca-Cola Bldg.	Winnipeg	400 Hammond Bldg.
Chicago	223 W. Jackson Blvd.	St. Louis	923 Victoria Bldg.	Montreal	Room 509, 489 St. Paul St.

Milne Neckwear

The Canadian Standard

WE have the most complete line of Neckwear on the road. Splendid ranges at $2.25, $4.25, $5.50 and $8.50.

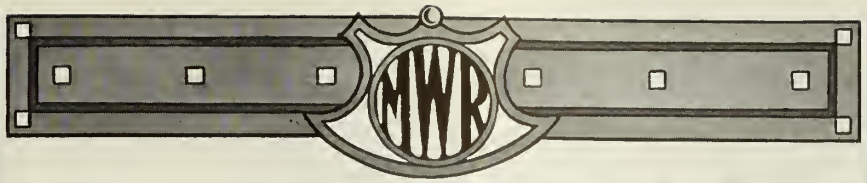
Herewith is illustrated one of our newest $4.25 offerings for Spring—a generous sized, printed Faille, with red dots on a blue background, and rings of green and gold.

Many variations of this and other patterns in stock.

WILLIAM MILNE

50 York Street, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.



Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VII. TORONTO, FEBRUARY, 1917 NO. 2

THE CLOTHING STORE MAN AS A SPECIALIST

A New Store That Will Carry Clothing Alone — Its Manager's Argument for the New Policy—Other Views on the Subject—A New Store That Presents Some Novel Ideas—Demonstrating the Possibilities of Small Space.

"CLOTHING helps the sale of furnishings, but furnishings never yet helped the sale of clothing."

In these words Chas. W. Day, manager of the new Fashion Craft Store, 108 Yonge street, expressed his conviction that the day of the specialist has arrived in stores as well as in other lines. Moreover the new store of which he is in charge will have a chance of demonstrating whether or not this opinion is sound, for it is to be devoted entirely to the sale of clothing. The store has only recently been opened but already the evidence seems to indicate a truth in Mr. Day's statement, any way where large communities are concerned. In the old store the clothing department was at the rear, and not unnaturally also, the furnishing end of the business obtained a very fair share of the available window advertising. In this new store the clothing is the one factor to be considered. All its available window space is devoted to the one line.

With what result?

Opening under the heavy disadvantages of incompleted fixtures, of carpenters still cluttering up the store, of the hundred and one little difficulties that present themselves in a store not yet completed; added to the uncertainty that always associated with any new venture, the store and the idea behind it, magnificently proved themselves. Under all these disadvantages the business done was considerably in advance of that of the long established trade of the other store. In this Mr. Day finds the justification of his belief that there is room for the clothing specialist.

The Clothing Specialist and the Stranger

One thing that he particularly noted was the appeal that such a store had for the stranger in town. A goodly proportion of his patrons in those early days were people not residents of Toronto. Mr. Day thus outlines observations in this line. "Your own established customers may stick by you no matter what form your store may take. You may hold them by a feeling of loyalty to the store or by good and reliable service. But the buyer from outside the city must be caught by first impressions, and his feeling seems to be that where a store specializes in one thing, and in one thing only, their service will in all probability be much better than in a store carrying a more varied line. Moreover, with the added window space at your disposal, it is possible to make a much stronger bid for the public attention than is otherwise possible."

Show Windows on Three Floors

In regard to windows the new Fashion Craft store is unusually blessed. It has show windows on three floors, all looking out over Yonge street. The lower windows are described by Mr. Day as his bread and butter windows. On them he must depend for the bulk of his selling. Their appeal is direct. The passerby can stop and examine, and they are dressed to catch the eye of the public. The upper windows are not so closely associated with the bread and butter side of the business. This extra window space gives the opportunity for artistic displays, and displays that give a tone to the store. These three windows form a distinctive feature of the store and set it apart from the other stores in its vicinity. It is the intention to use the upper windows for the display of special goods. For instance there will be featured in this space evening dress wear in Winter, and morning suits in Summer. In this way Mr. Day expects not only to lend a distinctive tone to the store but to encourage a sale in such goods by persistent advertising, a thing that is impossible with a store that has not these window advantages.

The windows are dressed to catch the eye of the passerby on the opposite side of the street and that they have been effective is unquestionably proved by the fact that on a number of occasions the store staff have been asked for goods similar to those displayed in those upper windows.

Limited Handling of Limited Space

Another outstanding feature of this new store is the exceptionally effective arrangement of a fifteen foot frontage, for that is all the actual width that the new store occupies. Yet despite this fact it does not give the impression of being in any way cramped. In fact on entering the store one gets an impression of roominess that it is hard to account for till one realizes the care and thought that has been given to this very point.

To begin with the main floor windows have a three foot frontage on each side on the street which leaves an entrance way of nine feet. On this entrance way the windows stretch back for a distance of 10 feet and widen-

Interior of new store devoted entirely to clothing. The splendid arrangement of racks, and ideal lighting is nicely indicated.

ing out till there is only a door width entrance at the end. It is surprising the spacious effect that this arrangement gives to windows that actually only have a three feet frontage on the actual street.

One of the difficulties connected with such windows, indeed of all windows is the tendency to deep shadows at the top that renders the whole display dull and unattractive. To meet this difficulty a novel scheme has been introduced. Towards the top of the window and at the side, there is a large mosaic window of colored opal glass, behind this in a space of only a few inches, three lights are constantly burning. This does not actually light the window but it lightens up the dark shadows at the top of the window and makes it always bright and effective.

Impressions of Narrowness Dissipated

But it is not until one steps inside that the full possibilities of so narrow a frontage is realized. A store so long and narrow might well be forgiven if it took on a dim, cave-like look, but this is not the case. The store is very long to be sure, but the efforts made to detract from, this effect have been successful, and its length is not a noticeable feature. Nor is it dark, as might be expected. A fine stained glass window practically fills the whole end of the store, giving an unusually abundant light.

Generally as we have stated before, the store gives an unusual impression of roominess considering the difficulties in that direction that had to be overcome.

How was this object obtained? Mainly by considering little details. For one thing, instead of several rugs on the floor, one long narrow runner goes from one end to the other. The wide strip of polished floor on either side helps the illusion of width. This is also true of the ceiling that is beamed. The cutting up of this expanse of ceiling into squares gave a still further impression of roominess. The show tables were built especially to further foster this impression. They are built very narrow and very long and quite a little higher than the average table. But probably the most effective means used to serve this end has been the use of upper alcoves. The wardrobes that line both sides of the store are built in two sections, top and bottom. At the top alternate cases have been left open. These are faced with light colored silk and used for display purpose. But the chief merit in them is that they give the eye of the person entering the store a wider sweep. This glimpse into the depth of the wardrobe gives the store the advantage of every inch of its available width. Nothing is allowed to protrude into the store to detract from this effect. Even the radiators are all hidden. indeed it is an example par excellence of what can be done with a comparatively circumscribed surroundings. not to make the best of it, but to demonstrate that such narrow quarters actually need no apology. either for their appearance or for their effectiveness in handling the business for which they were designed.

The unqualified success that has followed the launching

of this venture from the very day on which the store was opened to the present moment seems to justify Mr. Day's belief, that the designing of the store and the idea of business that is behind it, while they may differ from the conceptions of other members of the trade, are yet sound enough in principle to assure a very rapid and assured success.

In connection with Mr. Day's open championing of the specialty store, it is interesting to note what some other Toronto dealers think on the question. With this idea in mind a men's wear representative dropped into the stores of Ed. Mack and G. Hawley Walker, Yonge street, both of whom had of comparatively recent date added the furnishing line to their clothing business.

An Assenting Voice

Mr. Mack did not appear particularly enthusiastic over the combination. His contention was the same as Mr. Day's that furnishings were no selling card for the heavier line. "Had business conditions been normal. I certainly would not have gone in for furnishings," he remarked, "but unfortunately they are not normal. Furnishings add no increase to my charges of doing business, and we do not stock heavily, then too it helps to bridge over some dull times in the clothing trade. On the other hand I am a firm believer, that to do a successful clothing business will take all of a man's time, and the same is true of the furnishing line. In normal times I do not believe that for me at least the conjunction of the two lines would be of advantage, and when we reach normal times again I very probably will drop out of the furnishing line entirely."

Mr. Mack's opinion more or less backs up the opinion so emphatically stated by Mr. Day.

Conjunction of Furnishings and Clothing Prove Successful

But it is evident that there is room for a diversity of opinion. A little over a year ago Hawley Walker added a furnishing line to his clothing trade. When asked regarding the matter Mr. Walker was outspoken in his championing of the new regime. "The conjunction of the two lines, with me," he stated, "has certainly proved a success, a most unqualified success. Of course I am more or less a believer in specializing, but it seems to me that as these lines feature all the things that a man needs there is really no conflict between them, indeed our experience has proved, to our satisfaction at least, that the conjunction is of advantage to both lines. For instance when a man comes in to buy a collar my selling staff in front can draw his attention to our clothing department. I actually know of a number of cases where a man did come in to buy a collar, and bought an overcoat before leaving. Certainly the installation of a furnishing department has had no detrimental effect on our clothing business, and I could cite many instances where the furnishings had actually been the selling force, and of course the clothing end is a help by the furnishings. We make it a point to give each line its share of attention. Just around Christmas time we devoted all our window space to furnishings, for at that season these goods naturally take precedence of the clothing line. I am certainly a firm believer that with proper care, and a co-operation between the selling forces of the two lines, that they may be handled together to the greatest advantage."

Here then are two view points that are diametrically opposed to one another. Both of them can show a success sufficient to appear a justification for their view point, which is ample evidence that there is a large measure of actual truth in both views. So in the end, it is not a matter upon which anyone can give a dogmatic decision. For it simmers down to a matter of personal preference and personal opinion, and each man will probably decide as his own fancy and experience dictate, keeping his own locality, and its conditions, in view.

The new store into which P. Bellinger has recently moved. Wonderful window trimming opportunity is given.

INDUSTRIAL DISPUTE IN MONTREAL WILL DELAY DELIVERIES

Leading Manufacturer Voices the Request of All the Manufacturers Concerned That the Retailers Should Make Allowances and Grand Indulgence to Firms Fighting for Freedom From Over-Exacting Demands

AN INDUSTRIAL dispute involving some sixty-five per cent. of the garment workers of Montreal is in progress at present, and though some of the wholesale clothing firms and manufacturers affected have been able to replace the dissatisfied element amongst their operatives so as to maintain 100 per cent. output, and figure on filling all orders without difficulty or delay, others are not so fortunately situated. There is in prospect, therefore, for the retailer interested in supplies of men's wear, etc., from Montreal, some risk of delayed deliveries if not of actual shortage in supply.

Manufacturers' Request to Retailers

One of the most prominent wholesalers of clothing in Montreal amongst the baker's dozen of firms affected by the dispute, when interviewed by MEN'S WEAR REVIEW on the circumstances as they affect the retailer, put the matter plainly in a very few words, and was visibly concerned as to the prospect of filling orders.

He said:—

"If deliveries are somewhat retarded through the strike the retail merchant must sympathize and be indulgent with the manufacturer in his endeavor to maintain control of his business against organized attempt to dictate despotic conditions which would eventually re-act upon both merchant and consumer."

The speaker did not desire that his name should be published, but readers of MEN'S WEAR REVIEW interested may take the statement as coming from the manufacturer most competent to voice any opinion at all on the effect of the dispute on the manufacturers collectively concerned in the matter, and from the few words said by him the fullest possible answer to the question, How does the strike affect the retailer? is gained. There is going to be some delay in deliveries. Just how much delay there will be depends on the duration of the strike. A speedy settlement will mean only a trifling delay. A very long drawn out struggle will mean gradually overcome delay, for the manufacturers are doing their utmost to replace operatives on the street, and the lasting power of the strikers is in question. If the struggle is long drawn out a proportion of the workers will probably leave the City for the United States. If the strike lasts, as it may for a medium long time, that will mean the maximum of delay, most quickly overcome, however, by rapid resumption of output on 100 per cent. scale. But delayed deliveries seem to be inevitable now and the retailer may as well be warned to expect them.

How Long Will Strike Last?

The question, How long will the strike last? was asked by MEN'S WEAR REVIEW, and the answer leaves the matter in doubt, "I am not a clairvoyant," said the speaker. "It is a general strike but I understand that the other unions of labor are not in sympathy with the garment workers' unions in this dispute, and that may have the effect of preventing it from being prolonged."

There are some three thousand operatives on strike, and the power of their organizations to support them in unemployment is not limitless. Considerable concern exists amongst the manufacturers to protect the working operatives from violence. There is a good deal of picketting. Premises of the manufacturers affected by the strike are strongly guarded by the police, and automobiles are used to convey the working operatives to and from the factories morning and night to prevent them from molestation or undue influence by the pickets of strikers. Processions of the strikers are organized everyday and these have been parading the city uptown and downtown. Most of the strikers are well fed, well dressed, and full of good humor during the parades. A great many girls are involved and take quite an active part in the picketing.

Cause of the Strike

Commencing with a straight strike for "more wages and better conditions" on the part of some 350 operatives of one of the factories in the western central uptown district of Montreal on December 20th, the dispute developed into a general strike on January 12th, involving twelve more firms, and having for its "bone of contention" the deep reaching question of recognition of the rights of the unions and particularly of the rights of shop-delegates. Dismissal of a shop delegate who had been in employment for five years, on account of what the manufacturers regard as insufferable interference on his part with the working conditions of the factory as kept in effect by the foremen, seems to have precipitated the strike. The manufacturers declare that the requirements of the shop delegates in general had begun to become tyrannous and actually involved a thirty per cent. reduction in output.

Mr. Lyon Cohen, President of the Manufacturers' Association going into the question of the man's dismissal declared that he had been growing more and more arrogant until his ideas as to the functions of a shop delegate reached the stage where the foremen and the firm could stand no more, and he was dismissed with a week's wages in lieu of notice, and all back pay coming to him. Mr. Cohen has personally devoted much attention for the past six months to the effort to avert a strike, which he realized would be inevitable should the shop delegates continue their pressure upon the foremen and other workers in the direction of restricting output.

"I urged upon the leaders of the unions not to impose unendurably tyrannous restrictions upon the manufacturers," said Mr. Cohen. "I pointed out to them that if they did a clash would inevitably result, causing considerable suffering to hundreds, and great hardship, I had hoped to arrange things peaceably and am very disappointed indeed that the dispute should have proved unavoidable."

Mr. Cohen added that the manufacturers had granted one wage increase and promised a further increase when they had been able to provide for it in new contracts for next season's work, and further pointed out that by his personal concern in the matter sub-contracting had been done away with, because; though it proved profitable, it did not seem quite fair to the workers.

That the strike is not in any sense a 'lock-out.' Mr. Cohen insists. The strikers, on the hand hold that it does constitute a lock-out. They hold that wages have decreased 40 per cent. since the last general strike of garment workers in 1913, and that they need more money to meet the increased cost of living.

PROFITS FROM PRESSING DEPARTMENT

Stirling Richardson, of St. Thomas, Has Found These Satisfactory—Such a Service Not a Gold Mine, But a Steady Money Maker, Which is Perhaps Better — Some Problems to be Faced.

THE initial price of the collar generally worn in Canada is 15c. In eight trips to the laundry the owner of the collar pays its price again, which simply indicates that laundrying is a very important business—one in which there should be a profit.

That's a natural way to look at a collar. But the same view point may well be taken with regard to a suit of clothes. The men's wear dealer sells this suit at say $25. Its owner will pay 50c or 75c about once in three weeks to have it pressed. Evidently, therefore, pressing is an important service—a service closely allied to the clothing business. No wonder, therefore, that a number of men's wear dealers are running pressing departments in connection with their stores.

A Problem For Each

It is impossible, almost, to make a general rule regarding merchandizing. What is wisdom for one man would be folly for another. A pressing department in connection with some businesses, would, perhaps, involve only a great deal of detail work, an employment of time and space which might better be devoted to other uses. But there are many dealers who have found a pressing department highly profitable. One of these is Sterling Richardson, of St. Thomas, Ontario. His experience in this connection will be of interest to many who are conducting pressing and cleaning departments, and valuable to others, who perhaps will see through his impressions a way in which they may profitably widen their own activities.

Getting the Right Man

In the first place Mr. Richardson has found the human factor all important. To get the right man to look after the work—that was necessary. He couldn't run the department himself. He realized a man who knew the work, who was reliable, and who was also a business-getter, was necessary.

Knowing the city—as every dealer almost knows his own city—Mr. Richardson was able to find such a man, and made an arrangement with him which was mutually advantageous.

Taking Contracts

With a regular department, the need of regular business which could keep this department busy a fair part of the time, was felt. So it was determined to take contracts—to give a monthly price for pressing a suit and extra pair of trousers each week.

No great difficulty was experienced in booking up such contracts. Mr. Richardson is well known. He told all his friends about the store's new service. So did the store clerks. Newspaper advertising brought the pressing department to the fore, too. Then the presser, by his agreement, got a commission on all the business he brought in. His commissions must have been satisfactory, for he got a lot of contracts.

Two Boys Kept Busy

Through all these methods the contract department has grown so that now two boys are kept busy collecting and delivering suits.

Then, of course, there is a good deal of transient business. People who have not contracts calling for the pressing of suits each week, yet know that pressing work is done at Stirling Richardson's store. When they have a suit needing pressing, therefore, they either take it in or 'phone to have it called for. Summer is perhaps the best time for such transient business. Last Summer Mr. Richardson says 14 to 16 suits often came in daily this way. These, of course, were pressed at the transient rate of 75c.

Regarding Expenses

Yes, there are expenses in connection with this work. In Mr. Richardson's case these are kept within safe bounds. The pressing, first done in the basement, is now attended to on the floor above the store, and the rental charged for the space is not high. The initial charge for the necessary machinery was not found high. The upkeep also is inconsiderable. Mr. Richardson has found the most important factors to be considered the wages of the presser and the delivery boys. With conditions as they are at present, these wages mount up, yet the profits of the pressing department, after all expenses are taken out, are very well worth while. The statement of these profits in dollars would be quite surprising. It was to MEN'S WEAR REVIEW.

The General Benefit

Of course there is also to be considered the indirect profit which results from the giving of such a service. Mr. Richardson has considered the pressing department as something which must, day by day, demonstrate in cold figures its worth. Yet, he says, the department has undoubtedly helped the store generally. It has been a good advertisement, keeping this store in people's minds. It has resulted in many sales of goods to people coming in with a suit to be pressed.

Neither Gold Mine Nor Gold Brick

In short, the pressing department has proved altogether worth while in Stirling Richardson's store. It is no easy way to wealth. It requires attention and effort, but it will yield good, direct profits, and give indirect benefits worth considering. Such are the findings of this St. Thomas dealer after a thorough trial.

"NO WHISKEE—MORE MONEE"

A MEN'S wear dealer in Hamilton was discussing with MEN'S WEAR REVIEW the conditions of business since the operation of the prohibition law.

"Do you know," he remarked, "we used to have the idea that it would be impossible to enforce prohibition in the large cities, such as Hamilton, Toronto, Montreal, Ottawa, Winnipeg and others, owing to the large number of foreigners who could not be prevented from getting their usual drinks, by hook or crook. I have changed my mind as to that. It is not the foreigners who are using the mails but our own native-born.

"Our business with the foreign workmen in Hamilton, men who are getting good wages, is increasing considerably since the 16th of September. Only last week my partner made sales to several running from $20 to $30, and I made the same the day before to two, one of $20 and the other of $25, a suit and an overcoat. I was surprised at the good quality of what they wanted and were buying. 'Lots of money, eh?' I said to one. 'He grinned and answered, 'No whiskee, more monee.'"

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN.

VOL. 7. FEBRUARY, 1917 No. 2

ON TAKING DISCOUNTS

GENERALLY it is stated that payments by dealers for goods received are being promptly made. Many discounts have this year been cancelled, but in almost every case manufacturers continue to give a small discount for practically immediate settlement. These discounts are being taken by, perhaps, a larger percentage of dealers than ever before.

It is well that such is the case. In the first place it means that men's wear merchants generally are on a sound footing—that while some have fallen by the way during the past unprecedented days, those who remain are sound. Then this case of payments indicates a sober business sense—a general tendency to put first things first in business. Difficulties of supply have been great, and are still great, but to the dealer with good credit deliveries will come. It isn't always the large order which is promptly delivered. If a manufacturing house, facing its great problem of supply, receives a $200.00 order from a man who always takes his cash discount, and a $1,000.00 order from a man who refuses drafts—is careless in payment generally, even though he "comes through" eventually—we know which order will be filled first. So do you.

MAKING all discounts is one way of taking an insurance policy covering the delivery of goods.

CUTTING OUT UNPROFITABLE LINES

"I'M going to sell that line out and not replace it. There's no profit in the goods. I can use the space for something on which there is a profit."

So said a Western Ontario dealer to MEN'S WEAR REVIEW this month.

The line mentioned was one in frequent demand by working men; and working men were valued customers of the store. Indeed the statement was so startling that it started a chain of thought—one doubt leading to another.

Was the dealer wise to go out of this line because it yielded no profit?

Would this not merely send his customers to another store where they would buy also goods on which there was a fair profit?

On the other hand, came visions of the many stores which have closed because of goods handled at cost, or near it.

Of course, leaders, trade getters, are necessary sometimes, yet, oh, how carefully should a merchant consider the matter before selling goods at a loss!

Started along that line of thought one gets—well where? It's a big question. Perhaps some readers will give us their ideas: formed from experience—perchance from bitter experience.

But wouldn't it be a simple solution if merchants in each town would become more understanding; if they would resolve to get at least a sufficient gross profit so that no article would sell at a net loss. There's nothing improper surely in such an arrangement.

OVERALLS for women now. Another evidence of the widening of the men's wear field.

THE FIXED SELLING PRICE

EVIL may grow out of good, and vice versa. Some one has said: "There's enough good in bad men to redeem the world." And a lesser man—oh much lesser—sings, "There's a little bit of bad in every good little girl, etc." So, out of the very attempt to prevent the evil of retailing goods at a loss, difficulties have arisen.

Manufacturers, after getting the dealers' point of view, decide that a certain retail price will ensure a fair profit. They advertise this retail price, getting it embedded in the customer's brain as a just and proper price. Then arise some conditions, unexpected, untoward. The price to the retailer has to be raised, and it may be difficult for him to get a corresponding advance from his customers. With some lines this is comparatively easy—with others difficulties arise.

This, is an evil arising out of good, it would seem. Perhaps all the evil could be removed were retailers and manufacturers to come together. With bitterness laid entirely aside a way out of the difficulty—a way to ensure the merchant a fair profit on his goods—could surely be determined.

NOW a substitute for leather is announced. Whether this proves satisfactory or not it brings to mind one cheering fact, that high prices lead to the discovery of substitutes, the use of which causes the high prices to fall.

A SINKING FUND

NOW the government is urging thrift: to the great end that the prosecution of the war may be rendered easier by reason of funds available to take up necessary government loans.

Many men's wear dealers will be buying war bonds. Would it not be well at this time to consider buying some as a sinking fund for the store? You've

had a good year. You're able to take all your discounts. You're able to add necessary equipment to your store. And after meeting all just charges, and making all proper improvements, many of you still show ample balances on the right side of the ledger—remarkably gratifying balances.

Why not put a part of this balance back into the business as a sinking fund? The interest on this would go in as a credit item in the ensuing years. The fund would give a feeling of safety and solidity which would surely make for bigger things.

We don't know what the coming years may bring; but a sinking fund will guard against shipwreck. It will insure credit, which insures buying power; which in turn insures customers; and customers should surely make profits certain.

EXAMINE GOODS ON DELIVERY

YOU'VE heard the story about the small clothing manufacturer who was trying to sell a bill of goods to a large buyer. The buyer, you remember, wanted a reduction in price because of the size of his contemplated order. "I'll tell you what," said the clothing man. "If you place that order I'll make the goods just like the sample."

Well that's a story, but it has some point at the present time, for under existing conditions, with the best intentions in the world, the makers sometimes deliver goods which vary in some degree from the sample.

Many merchants are now getting in stock against a day when prices will be still higher and goods scarcer. We know some dealers who in laying in such stock did not examine the goods, and it was not until 9 months later that they discovered defects in the goods. The claim against the maker, therefore, came with less force.

Examine goods when they arrive! If claims are to be made, then is the time—not months later. This may mean an extra handling, but that work is altogether worth while.

But we all might well remember that this is no time to be a carping critic. Examine your goods for defects. Get your rebate where it is due. But the wheels of progress are braked by those who complain over inconsequential trivialities.

"TO THE ADVANTAGE OF THE COMPANY"

THERE is no surer back-firer in the world than a derogatory word spoken against a competitor. It is a veritable boomerang, and while the utterer is eagerly watching to see its effect, it is more than likely to come whirring back to spill his own business brains about the shop.

It is a natural impulse perhaps, to decry anyone who walks the same path of life with us.

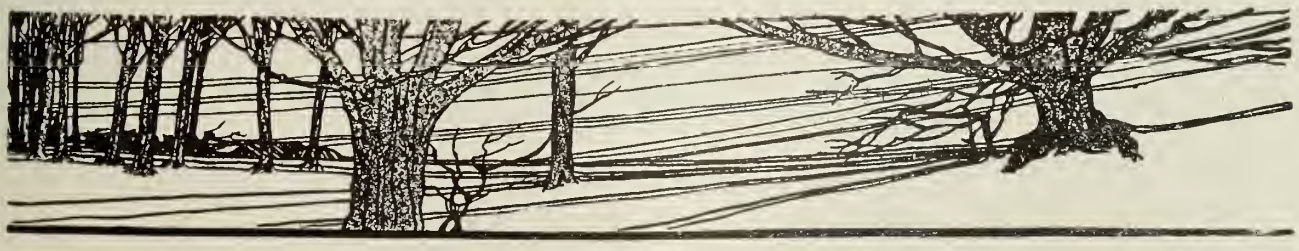
Everyone hankers to be the big frog of the puddle, and to have his own voice the loudest in the choir of the pond. That's human nature; human nature too, perhaps to suggest that bull-frog No. 2 is singing off the note if he seems to be attracting more attention than we. But it is human nature based on the fallacy that there is only one pond and only one degree of success.

To try to undermine your competitor was an accepted system of early business. But new business ethics and a widening of the business horizon have proved that it is neither good ethics nor good business. You can't point out the beam in your neighbor's eye without drawing unusual attention to the mote in your own. You can't undermine the public confidence in your competitor without in some degree injuring yourself. Silence in itself bespeaks success. It is a sign of inferiority to whine.

One large merchandizing company expresses the idea in these words:

"It is the policy of the company to obtain and hold its trade by offering extensive variety, constant supply, careful selection, fair prices, uniform treatment, prompt attention and absolute reliability. Accordingly you should rely on these points in soliciting business, and be careful to refrain from criticising and making derogatory remarks respecting any of our competitors, even though it should be called to your attention that some of them are engaged in unfair tactics. Such an attitude on your part, maintained constantly even in trying circumstances, is sure to win the respect of the trade and react strongly to the advantage of the company."

There is the gospel of the soft answer opposed to the big stick—not on the word of a preacher, but on the word of a business man. It is good business to speak no evil of your neighbor, it is "to the advantage of the company."



SKATING CRAZE RULES BROADWAY

This the Ruling Sport, Unless Attendance at the Numerous Cafes Be Counted—Bright Colors Permitted in Skating Attire

Special letter from our New York correspondent.

THERE is no use denying we Americans like to be in the swim, and as the swim at the moment seems to be fighting, we are getting as close to it as our pride will let us. We are making munitions and incidentally money, and those of us who can steal away from these pleasurably profitable occupations long enough to amuse ourselves as our own little tastes or foibles dictate will probably indulge these tastes in a coat that is more or less pronouncedly reminiscent of the war. The trench coat has taken hold, there can be no doubt of that. There are a good many variations of the style, just about as many styles as there are coats, for a tailor will take your measure for a coat of this general scheme and then modify it as your vagrant fancy dictates.

If your particular fancy hankers for longitudinal pockets instead of the familiar square patch, an obliging tailor will willingly modify the style to suit your taste and no martinet can declare that "It simply is not done" for whatever may be the case in "Good old Lunnon" it most emphatically is done in New York and done with an opulence of fancy that would be the death of any but an American tailor, who is impervious to such shocks. Moreover, these coats are not only displayed in windows. They are actually worn, worn everywhere. Why even at the opera house, one now and then sees coats that are dimly reminiscent of this style.

I noted the other day a novelty, at least it seemed to me. It was a waterproof hunting coat. It isn't to be seen on Broadway, the hunting in that district not requiring this kind of garb, but it is having considerable popularity among the sporting folk.

Skating Fad and Skating Fashion

Speaking of sporting clothes though, and you will be understood to mean skating. That is the only sport New York is recognizing at the moment. All the other sports have passed into the limbo of forgotten things. As that gay poetical gentleman of the middle ages was wont to remark, they are "Gone with the snows of yester-year." Just for the moment, and the moment has lengthened out into very considerable proportions by now, skating is the thing. This craze, and mark you craze is a very good word for it, has become a real factor in business. At first manufacturers scratched their heads and mournfully wondered how long it would last, and how much dead stock would be left on their hands as a result, now they are going on their joyful way taking no thought for the morrow, for the morrow looks as though it would be as skating mad as to-day.

In a store on Fifth Avenue, for instance, there is quite a display of these goods. One design is of Scotch cheviot with a yoke, and sewed on belt, and a folding pleat on each side of the back to give extra elbow room. Knickers, of course, are the thing to go with these coats. Knickers in fact are the skating mode. It's a sad world for the person of slender calves these days.

The Day of the Sport Coat

Sport coats generally are very much to the fore. There is a novelty about them that attracts. If you have a little pet taste that you cannot gratify in the austere simplicity of more formal wear, here is the little ray of sunshine, have it worked into a sport coat. No auger-eyed critic can pick it out and rattle it against your front teeth. Belts are much in evidence in these coats, and fur collars. All the known animal world is represented by these collars with a few collars left still unclassified.

Some Hints for the Rotund of Form

But we can't be always skating. Some of us are too rotund of person. Our early lithe gracefulness is one of those pleasant little memories of the past that is salted away between the leaves of the family album. You and I, dear boy, cannot consider skating as anything but a social obligation, and a sport coat—well, we have never been one to depreciate ourselves, but we would certainly look like, we hesitate for a printable word, but, well we certainly would not look as we long to look in a sport coat, and many of you, my brothers, are built on the same architectural plan as I. Yet we must be clothed. Law and climate conspire against us in this regard. What is there to wear for more sober folks like ourselves?

For sheer comfort there is a fur-collared ulster of conservative lines. No one could complain of this, and there is no doubt that it suits us. It may be only hope that makes us believe that it detracts from the, how shall we say,—too pronounced cut curve

NOBODY SAYS "IT REALLY ISN'T DONE"

Everything Nearly is Done—Or Rather Worn — Some Last Minute Styles—The V-Shaped Vest Returning, Also the Straight Front Collar

of our figure. There is another coat that is a new arrival, it threatens to be quite popular too. It is a double-breasted coat with long lapels and a considerable flare to the skirt. It is made with three buttons. It is a formal cut with just that little concession to the novel that has always caught the eye of the fellow-citizens of the late Mr. Manhattan.

Fur coats and fur-lined coats are having an unusual vogue among New York men. They may be lacking in that last word of distinction, but for utility and comfort they admit no equals. To hark back to a subject of skating, as every one harks back sooner or later in New York, the thought of fur coats suggests a bit of apparel for skating that caught my attention in a shop window recently. It was a fur-lined skating cape with a hood, the sort of hood that we have been wont to associate with, Little Red Riding Hood, and little girls in red dresses and attenuated legs. It is made of heavy Scotch tweed, buttons with four buttons and extends about to the knees. It has plenty of leg room, which judging from the skating pictures on the magazine covers, is a prime necessity.

Liberty and License in Evening Clothes

In formal wear there are quite a few changes. Perhaps changes is hardly the word, it seems to suggest something radical, as our musical friends who delight to behold Mr. Caruso distend himself would say it is more a nuance, a shade that suggests change rather than definitely shows it. For instance, those youthful Beau Brummells who pride themselves that their clothes register exactly 6.05 p.m. when the clock has just struck six, will probably have a dress vest with a rather pronouncedly large lapel. Not extreme you understand. You probably would not notice it. He does, however, and condemns you utterly on the ground of that fraction of an inch less of lapel. That gives a very satisfactory feeling of superiority to the condemnor, and is a mild form of indoor sport that hurts no one.

Some of the younger set have blossomed out into a swallow tail that shows an inordinately wide expanse of shirt and vest. It gives a disquieting impression that the material had run out before the job was quite completed. But what care these young bloods. It is distinctly quite the thing to them.

The V-shaped waistcoat is returning to favor with the more conservative, but even in this garb one must pay one's homage to fashion. One must leave the last button undone. It is hard to say why, but it is law. It appears that there is a certain distinctiveness, a something débonnaire about this careless method of buttoning oneself up that is much to be desired.

Fashion, too, seems to have put its congé on the ever-popular lap-front collar. One is free to choose, of course, but there is a strong tendency to revive the straight front collar. That uncomfortable stove pipe effect has again become quite the vogue. "O Liberty, what crimes are committed in thy name."

The silk hat begins to assume more importance. This year shows a considerable change. It has a moderate bell-shape, this puts out of the running all tall hats of more or less recent vintage, and brings in again those of our lamented grandfathers. The brim, too, is wide, quite decidedly wide, and has a slight up-turn to the rim. Garbed in such a hat you are quite the last word, at least in the hatter's eyes.

Knitted silk scarfs are quite in evidence. New York has blotted the knitted tie from its remembrance, but the knitted scarf still remains, and its popularity seems on the increase rather than otherwise.

But I have rambled far, and mayhap the editor will think that this letter has already reached undue proportions. There are other changes that one might mention, but perforce these must be saved for some later issue.

THE POWER OF THE PICTURE IN SELLING SOLDIERS' COMFORTS

A Simple Window Dressing Plan By Which a Stimulus Can Be Given to Sales of Military Men's Wear in Cities, and at Seasons when for Some Slight Reason Such Sales Seem to Have Slackened Off

IN THE weeks following the gift-sending season of Christmas and New Year's military men's wear seemed to come in for a spell of slackened demand. No doubt the warm hearted womenfolk who send comforts in the way of wearing apparel to the soldiers at the front had some sort of idea that having sent socks and underwear, khaki shirts, and ties, and new puttees to the boys about Christmas time these gifts should be given a chance to wear out before the next assortment was sent. Human nature, even the warmest hearted human nature, has a way of doing things rather spasmodically, and on the impulse of some special occasion, rather than steadily and invariably. Men and women may sometimes break the monotony even of well-doing by giving rein for a week or two, or even a month, to the negative mood of not doing.

In normal times every branch of the business of selling men's wear needs stimulus, and most of all in the season between New Year's and Easter. In two years and more of warfare the abnormal things of war have become by force of habit similar to the normal conditions of peace times, and as a matter of fact the business of selling military men's wear has experienced the need of a stimulus.

After an Idea

In search of an idea from which a stimulus might be derived, and from which as a result, the business of supplying our boys at the front with the clothing comforts they constantly need, MEN'S WEAR REVIEW made a tour of the streets of the Eastern metropolis, and enquired of men's wear dealers on the subject. They admitted the slackness in the sale of military lines, some more, some less. None had found any sort of rush for khaki goods. Big battalions of soldiers had been sent forth from Montreal, and at the time of their going, military clothing comforts had been sold in more lively manner to supply send-off gift requirements. But in the line of regular purchasing of comforts for the boys the after holiday season had certainly been inclined quite noticeably to dullness.

The principle effort of the men's wear dealers took the form of slightly increased attention to the window space devoted to khaki goods. Stores which had, during the gift season, featured khaki lines only very slightly, devoted portions of their windows to these goods even though the main space in the windows was taken up with the many lines of goods reduced in price for the January sales. Some neat little window section displays were here and there noticeable, in which the khaki shirts, ties, handkerchiefs, socks, and puttees made a serviceable showing, but there was an absence of purposeful persuasion to purchase these lines as contrasted with the window card campaigns on to stimulate the sale of the non-military lines of men's wear.

That there is a distinct need for some such particular, pointed, and powerful persuasive pull upon purchasing power in the direction of this important department of the men's wear business at prseent, the representative of MEN'S WEAR REVIEW felt, and in his search for some hint of an idea in this field at last he found it. The idea was supplied by one military men's wear window display in the front of the premises of Henry Morgan and Sons, The Colonial House (whose military tailoring expert, Mr. Weeks furnished some valuable hints in MEN'S WEAR REVIEW for January).

The Right Window

The sales persuasion idea as displayed in that window was not carried out to the full extent of its possible operation, but the suggestion was there, and the alert men's wear dealer who feels the need of some special stimulus for the sale of military men's wear in his district may find much of value in it.

The window trim devised by the expert of the Henry Morgan Company to stimulate sales in military men's wear contained this hint, that in the power of the picture to convey ideas that the mere material of a men's wear military window display cannot make vivid enough to the imagination of the passer-by and possible purchaser, there lies the secret of stimulating sales of comforts for the soldiers.

The Henry Morgan military window was designed to attract the attention of officers requiring equipment, especially British warm overcoats. Principal part of the display consisted of three or four of these substantial overcoats in khaki, shown so as to reveal all their points of excellence. Some military accoutrements, a sword, an officer's cap, a Sam Browne belt, a pair of gloves, were used as detail supports for the main display. A card clearly announced a price reduction opportunity in this line.

But the window contained something else, something infinitely subtle in its power to appeal to the officer interested, something calculated to stir him deeply to the realities of the great profession of arms, and the meaning of the materials and equipment there displayed before him.

In the background, visible between the overcoats, and very tastefully displayed so as to be attractive, yet not obtrusive, there were pictures, the sort of pictures that live in the memories of military men, the sort of pictures that stir the blood of young officers and make them grip their sword hilts, and set their teeth even when alone and in a civilian sitting room. Those pictures were battle pictures of Britain!

Some of the Pictures

Lady Butler's famous Charge of the Scots Greys was there, and the glorious picture of the Thin Red Line at Inkermann, and some more modern battle pictures such as that superb, "Morning of Majuba Day, 1902," by R. Caton Woodville, which hangs in original in the City Hall, Toronto, and shows the day dawning on the surrendering Boers while the men in khaki stand resolute beside their dead, cool and stern soldiers alike in the hour of victory or of anxiety. The pictures shown were few, and very perfectly reproduced, but each one possessed its message of military prowess and the battle-glory of Britain for the young officer whose eye they might catch; and beside them, in front of them, around them were those accoutrements, those British warm overcoats.

"That was a splendid picture I saw down at Morgan's" the officer might say or reflect to himself later in the day, and with the thought of the splendid picture could not fail to come also the memory of a splendid military overcoat at an attractive price. The power of associated ideas is tremendously stronger than most of us think. The patent medicine vendor who shows us painful pictures and declares that "Every Picture Tells a Story," is using tested

(Continued on page 40)

The Palms Help

UNQUESTIONABLY *the use of palms does something to make the beautiful effect illustrated here. Throughout this Ottawa store of E. R. Fisher, such decorations are used. The plan might well be followed by many other retailers.*

Keeping the leather goods right to the front, with the collars and shirts, is another noteworthy feature—also the spreading of ties over the case. No confusion here, yet a customer would be sure to look those ties over when purchasing his collars, shirts or leather goods.

THE POWER OF THE PICTURE

(Continued from page 38.)

and by cash return proven, selling argument. The power of the picture upon purse-strings is perhaps even greater than the power of the printed word. Therefore, in this refined and really handsomely done military overcoat sale window of Henry Morgan's, Ltd., the representative of MEN'S WEAR REVIEW saw ideas for the stimulation of the sale of military goods of all descriptions by means of similar window displays set forth in Canadian cities.

The time is not over yet for the supplying of extra suits of underwear for the boys at the front, but perhaps a pile of warm woollies, however, temptingly priced in the sales season, does not immediately suggest to the warm-hearted woman passing by that her boy at the front has already worn out the woollies she sent him at Christmas. How can she fully appreciate the terrific wear and tear of men's clothing under war conditions? His letters home to her will not reveal to her all the grim realities of war conditions, the slimy dug-outs, the drenched underwear, the soleless socks, the tattered shirt that survived with its fortunate owner the frightful concussion of a shell explosion nearby. No, few women can appreciate the frightful wastage, and wear and tear of warfare upon the garments of fighting men. For that reason, perhaps, after the gift-giving season is over, there is a lull in the replenishment of the boys' clothing at the front.

Pictures Visualize the Need

But how would a window display, including a picture or two help the imagination of a possible purchaser? How would the picture from one of the British illustrated papers of a gun team crawling forward through mud four feet deep do to indicate to a warm-hearted woman that her soldier boy may be cold-footed without being a coward? How would a display of trench boots look beside that sort of picture? Pretty good? The idea of comfort placed close by the idea of discomfort well pictured in the one case, visible through the appreciation of reality in the other case together emphasize each other. The trench boots will make the mud look more muddy: the mud picture will make the trench boots look more cosy. Result, a sale in nine cases out of ten where the prospective purchaser has anyone to send trench boots to for the big drive that's coming in France very soon.

Many a good illustration from the war publications of London nowadays shows a soldier or two in a tattered shirt. Shown in a men's wear window beside a pile of new khaki shirts the same suggestion will be given the prospective purchaser. A soldier seen pictured trying to warm his poor hands over a little fire of bacon fat and matches in a dug-out will suggest gloves. Show the gloves beside the picture, and make sales.

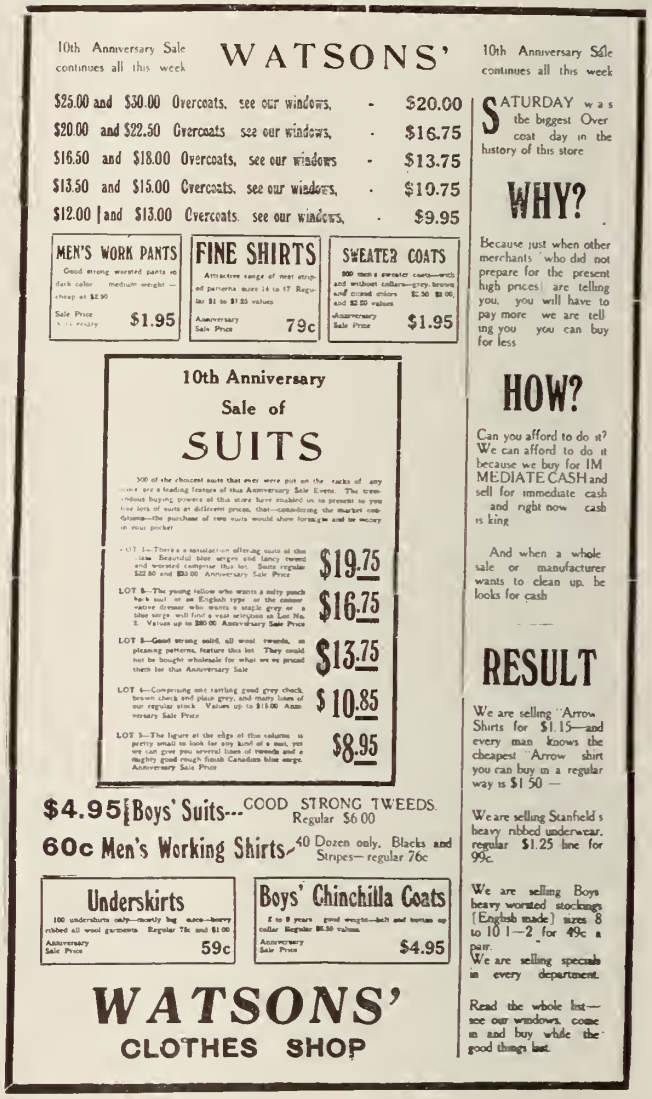
A sentry standing with his poor feet in a puddle should instantly suggest dry, warm socks to any woman with a heart and a husband, or even only a big brother or a boy friend at the front. Wouldn't that sort of picture help the sale of socks?

And from the word 'Go' those pictures, if properly placed and well-chosen, would cause many passers-by to stop and study the men's wear store window displaying them.

Pictures Gaining Power

They might be backed up with all kinds of printed matter, price cards, and suggestions. But the pictures alone have persuasive power on the public. They have this faculty more so than ever to-day, since the Movies have taken the whole world by storm. People think in pictures more often than they think in words, you know. You vision to yourself the conditions at the front, for instance, and if there's a picture to help you perfect your mental picture of conditions, so much the stronger becomes the impression.

You may be very sure that the highly paid window trimmer of the Henry Morgan Co., Montreal, did not take a few pictures at random just to fill up blank spaces in his background when he displayed those military overcoats. He knew the power of the picture to persuade purse strings to loosen. He knew that before a man buys he must imagine something that inspires him to buy. Those pictures in the Morgan store window conveyed the impression of military prowess, of the worth of war and all that it means to a man, so that the price of an extra


10th Anniversary Sale continues all this week
WATSONS'
10th Anniversary Sale continues all this week
$25.00 and $30.00 Overcoats, see our windows, - $20.00
$20.00 and $22.50 Overcoats see our windows, - $16.75
$16.50 and $18.00 Overcoats, see our windows - $13.75
$13.50 and $15.00 Overcoats, see our windows, - $10.75
$12.00 and $13.00 Overcoats see our windows, - $9.95
MEN'S WORK PANTS
Sale Price $1.95
FINE SHIRTS
Anniversary Sale Price 79c
SWEATER COATS
Anniversary Sale Price $1.95
10th Anniversary Sale of SUITS
LOT 1—
$19.75
LOT 2—
$16.75
LOT 3—Good strong solid, all wool tweeds, in pleasing patterns, feature this lot. They could not be bought wholesale for what we've priced them for the Anniversary Sale
$13.75
LOT 4—Comprising one rattling good grey check, brown check and plain grey, and many lines of our regular stock Values up to $15.00 Anniversary Sale Price
$10.85
LOT 5—The figure at the edge of the column is pretty small to look for any kind of a suit, yet we can give you several lines of tweeds and a mighty good rough finish Canadian blue serge. Anniversary Sale Price
$8.95
$4.95 Boys' Suits--- GOOD STRONG TWEEDS. Regular $6.00
60c Men's Working Shirts 40 Dozen only. Blacks and Stripes— regular 76c
Underskirts
Anniversary Sale Price 59c
Boys' Chinchilla Coats
Anniversary Sale Price $4.95
WATSONS'
CLOTHES SHOP
SATURDAY was the biggest Overcoat day in the history of this store
WHY?
Because just when other merchants who did not prepare for the present high prices are telling you, you will have to pay more we are telling you you can buy for less
HOW?
Can you afford to do it? We can afford to do it because we buy for IMMEDIATE CASH and sell for immediate cash and right now cash is king
And when a whole sale or manufacturer wants to clean up, he looks for cash
RESULT
We are selling "Arrow" Shirts for $1.15—and every man knows the cheapest "Arrow" shirt you can buy in a regular way is $1.50 —
We are selling Stanfield's heavy ribbed underwear, regular $1.25 line for 99c.
We are selling Boys heavy worsted stockings (English made) sizes 8 to 10 1—2 for 49c a pair.
We are selling specials in every department.
Read the whole list— see our windows, come in and buy while the good things last.

A striking sale advertisement. In the ample space used in Sarnia papers this stood out strongly.

overcoat seemed like a mere bagatelle compared to the glory of being able to wear that overcoat under conditions of warfare which will go with the fame of the men who endure them into the battle pictures of Britain's Glory in the Great World War. So, too, will the pictures make their appeal to the simpler purchasers who buy with their hearts behind every dollar they draw from their purses for the comfort of the boys from Canada, who are sharing Britain's Glory through the unspeakable hardships of Winter warfare in Europe. Yes, use war pictures in your window; stimulate sales by them; win patriotic repute for your store by them; interest your purchasing public; help win the war; and profit rightly by your enterprise.

BOYS' BUYING POWER GOING UP

Larger Munition Orders Will Assuredly Mean Both Higher Wages for the Boys, and Also More Boys Becoming Workers—Methods of Attracting This Trade.

THE YEAR 1917 is going to be the year of the boy. Since the war began he has been coming to the fore as a producer and earner, but it seems certain that he will in the coming months take a more and more important part in the business life of Canada. He will, therefore, be more and more worth attention by merchants. He will be —in a larger measure than ever before—a buyer.

Recently the head of the Shell Commission returned to Canada from England, and his first public utterance was significant. The war office, he declared, will expect Canadian manufacturers to make all shell deliveries on time in 1917. The statement implied that proper deliveries have not been given in the year just passing, and indicated that a huge effort will be necessary to get the output to the proper point in the coming year.

Boys as Shell Makers

Indeed, shell makers are certain to be hunting diligently for workers. As a matter of fact the search has already commenced. Girls are being employed; women, and boys— boys perhaps most of all.

With the high wages offered by munition plants there is a great temptation for boys to leave school. Realizing that the work they would be doing is patriotic work, there is also a temptation on the part of parents to permit their children to take up this work. Whether such action is wise or not need not be considered here. We are facing the situation, that is all, and the situation unquestionably seems one wherein there is rising up an army of young workers, many of them boys.

Fine Buyers in 1916

Men's wear dealers have already felt the effect of this change in the old economic conditions. From boys they have been receiving purchases, which, by their size, would have caused them to look for the well-known nigger-in-the-wood-pile in the before-the-war days. They would have wanted to know where the money came from.

But no misgivings as to source of supply worry the dealer now, as a boy of from 14 to 17 years requests some rather expensive line. The manner in which the money is earned is too apparent. Some boys make their money in munitions. Some in the railways. Some as delivery boys. There is so much work to be done, and the laborers are so few, that the tendency is to expect more from each laborer, and to bring the expectation home by the highly effective and convincing method of paying far above the usual wage or salary.

What is Being Carried

Take some cases in point.

There are 14-year old boys in West Toronto acting as railway call boys. They get $40 a month as a starter. Not bad for a fourteen year older, it is? By the way— not wishing to be impertinent, but as a means of driving home what $40 a month means to a 14-year old boy— what did you earn when 14 years of age? The writer, at 16 years, wished to work during a high school vacation. He was offered $3 a week, by a man who explained that the job was only worth $2, but that he was throwing in the extra dollar purely as a recognition of the value of the high school education. That, of course, was not in Toronto. But it was in a good sized Ontario town—one of those which gets itself called city and then remains a grand town. We all know what a 16-year old would say to an offer of $3 a week now, even if the offer weren't accompanied by the assertion that the 16-year-older couldn't earn that much.

Then, as shippers in factories, boys are earning from $10 to $15 weekly. As delivery boys they are getting eight, ten and twelve dollars weekly. And the high cost of living doesn't affect them very materially.

What Manufacturers Say

On the authority of manufacturers who fill the pay envelope we have it that lads of 17 years, who before the war would earn perhaps $8 a week, are now getting $17 or $18.

The boy plays his part, and the wise merchant must consider his needs.

They may be sacrificing something by jumping too eagerly after the big pay envelope now. And there are boys who are sticking to their bush—learing something well—realizing that even if the old bush yields less immediately, the point of greatest importance is not what is being earned now, but what yields the work being learned will make later on.

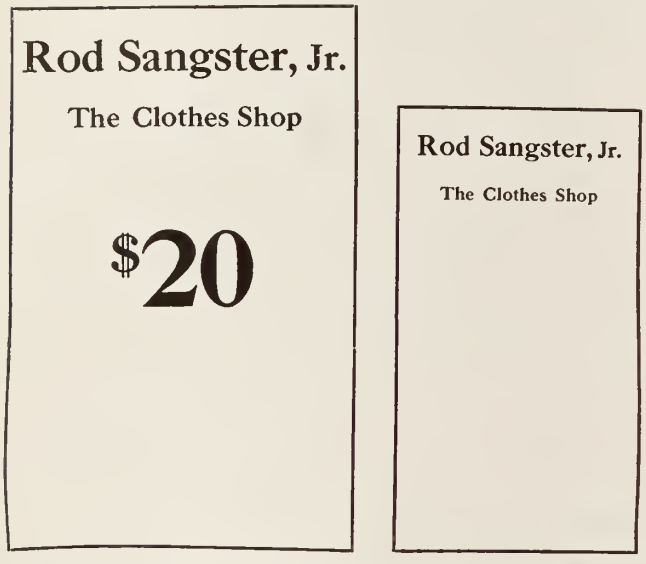
Still the majority of boy workers are after the big money. They are getting it; and they are being joined by other boys, who, earlier than would ordinarily be, are joining the army of workers.

(Continued on page 49)

WHAT'S YOUR WINDOW WORTH TO YOU?

It's Worth a Considerable Percentage of the Total Rental of Your Men's Wear Store per Month, in the Opinion of Rod. Sangster, Jr., of St. James Street, Montreal, Who Gives Some Interesting Views on the Value of Window Trims in the Men's Wear Trade.

JUST what proportion of the monthly rental of a men's wear store is earned by the window space is a problem for men's wear dealers to consider. There are men's wear stores to which the window space is worth everything in sales-getting, stores which do nothing at all in the way of newspaper or magazine advertising, and depend on the power of properly dressed windows to bring customers. The corner windows of Tooke Bros., wholesale men's wear show rooms on Notre Dame street, Montreal, are painted over, and present simply a dull mirror-like surface of dark green to the passerby. Not a man pauses to give a glance at those windows. Only an occasional scurrying little stenographer girl will endeavor to use them in hurried manner as a looking-glass, for what woman can resist that which reflects her personal appearance? Yet if that corner store of Tooke's were suddenly turned inside outwards men and women also would linger



Style of price cards used by Rod. Sangster, Jr. On some the price is printed, others are blank and the necessary figures are inked in.

and look for long moments at the display afforded, for within the store there are arranged window displays by the dozen for the education and assistance of men's wear dealers attending this centre to make their season's selection for wholesale purchase.

Worth as Much as a Clerk

In a talk with Rod Sangster Jr., of St. James street, Montreal, a men's wear dealer whose store stands within one minute's walk of the Tooke establishment of the "inturned" windows, MEN'S WEAR REVIEW heard some interesting views of the value of window display in the men's wear business. Mr. Sangster holds window space in high value. He estimates one-half of the present window space to be worth from fifty to one hundred dollars monthly according to season. He would double the window space of his store in proportion to the floor space, and consider it immensely advantageous. In Mr. Sangster's opinion a well-dressed window is at least as valuable as a salaried salesman all the year round, and at certain season's even more valuable. From $100 to $200 per month is Mr. Sangster's estimate of the value of extra window space, for his own is insufficient for his requirements at special season's, and indeed to suit his window dressing ideas at any time. Yet Mr. Sangster's window shows on St. James street are effectual 'man stoppers' even in the busiest times of day, and give in proportion to their space a big percentage of men's wear interest and pull on the purchasing power of the passerby.

Making the Window Pull on Rainy Days

Like most men's wear merchants Mr. Sangster has not been able to discover a certain means of gauging the percentage of value of window space to store rental in exact figures. Conditions vary a great deal, and much depends on the dressing of the window space, the goods offering, and their prices, condition of business in general, and the weather also though Mr. Sangster has a simple rule which invariably overcomes weather trouble. That rule is just to lower the awning in rainy weather as well as in sunny days, and to light the window warmly when the days are dull and gloomy. The result is a steady direction of attention to the window show, and only occasionally does window business drop off because of slackness of the stream of passersby who look in store windows. In fact even in rainy weather when the window is made to glow out warmly upon a sloppy street, and the awning protects the pedestrian, even better business may be done than in average good weather. But a good window show pulls all along, rain or shine, with Rod Sangster.

In his choice of goods for display in the windows Mr. Sangster believes in plentiful showings of many lines as far as possible. "Give the people all kinds of goods to look at and to study, and sales will result." he says. At the same time when there is window space to spare for the purpose Mr. Sangster is quite strong for a one-line window show. "I'd display a whole window full of ties, for instance," he said, "or shirts, or suits, and I'd vary the display twice a week. That would secure the most certain and the most satisfactory results."

Uses Plain Price Tickets

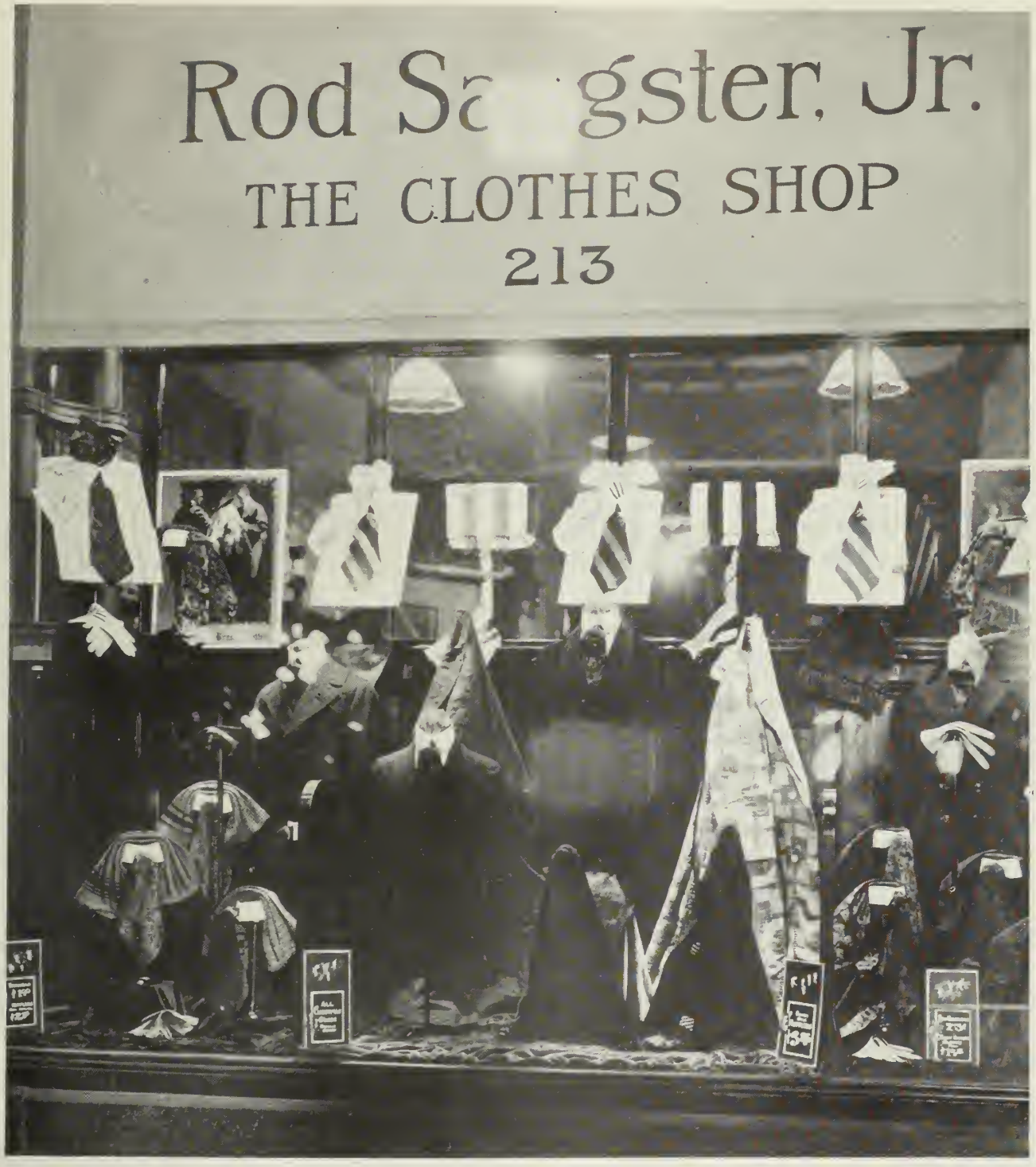
Mr. Sangster believes in plainly legible price tickets, and is not strong for the "REDUCED PRICE" effects even in special sales seasons. Plenty of white space around the ticket, abundant rest for the eyes, but above all a bold large-type price figuring to explain and convince the prospective purchaser whom the window has attracted and held at attention.

Another noticeable feature in the window display of Rod Sangster Jr. is the prominence—not exaggerated, but quietly assertive—which is given to the name of the store, a name that implies personality and somehow youthful good dressiness when associated with the extremely good line of men's suits featured usually in the window displays. Half way down the window comes a pleasantly toned yellow blind on which in bold black round and full bodied type appears the name "Rod. Sangster Jr. The Clothes Shop." This same store name is used on price tickets, and a clever touch is sometimes given by sticking the price ticket in the breast pocket of a suit.

Giving Idea of Adequate Stock

When shirts are to be displayed at good values for the price, Mr. Sangster piles them up in plentiful profusion. That way they convince the passerby that his size, and his

Makes Good Use of His Window



Here is a fine Christmas trim—one which indicates that Mr. Sangster knows how to make the most of a window. A fine range is shown here, yet the effect is altogether appealing—not at all confused.

particular style of pattern are pretty sure to be found in the range of the stock. But in displaying a special tie Mr. Sangster will give particular attention to the principle of isolation of interest, showing the tie in just one department of an otherwise well stocked window.

"I noticed a feature that struck me as good in New York the other week," said Mr. Sangster. "It was the use of wording apart from business tickets in windows. One store on Broadway which had alterations going on showed in the windows and throughout the store, cards bearing the words "WHAT ARE A FEW ALTERATIONS BETWEEN FRIENDS?"

Again I have seen the philosophical style of card used to refreshing advantage in men's wear displays. For instance the sentence "IT'S A LITTLE LONGER ROUND A SQUARE DEAL BUT A SQUARE DEAL COUNTS." Or this variation of it:—"IT TAKES A LITTLE MORE MATERIAL TO MAKE A SQUARE DEAL BUT IT MAKES A MATERIAL DIFFERENCE IN MEN'S WEAR."

WHAT IS BEING SHOWN IN MONTREAL

English Flannel Being Shown in Pyjamas—The Last Word in Walking Sticks—Dollar Ties Popular.

THE special discount sales season for men's wear swooped upon Montreal in the midst of wintry weather, and as a result men's wear windows wore an appearance of cold weather comfort-giving, coupled with twenty and twenty-five per cent. discount cards. As a further result, business in the lines displayed was reported remarkably good.

Another interesting feature of the men's wear windows in Montreal during the opening of the New Year was the reappearance of the khaki touch. Whether the importance of peace rumors, and peace proposals under discussion, had the effect of hurrying out military lines which had been strangely eclipsed by Christmas bright goods displays, or whether the firm handling of those peace rumors by the Allies had the effect of again emphasizing war and war to last, in the minds of men's wear dealers, is not fully established; but the fact remains that khaki occupied just a little more window space in Montreal in the opening weeks of 1917 than it occupied in the closing weeks of 1916.

Some English Styles

Underwear and pyjamas were prominent in many men's wear windows. David's, at 366 St. Catharine street, showed a considerable range of pyjamas, English Ceylon flannel, in blue and grey stripes, retailing at $2.50, and a handsome striped design in Union flannel with pink and black stripes alternating with white. This line was priced $3, and there were hosts of English flannelette patterns at $1.65. David's store featured English style caps which have been showing in considerable range in Montreal men's wear windows lately. Brushed wool sweaters, socks and underwear occupied the David display space, and right in front, for close inspection, was shown a very charming pure silk shirt with a delicate grey stripe pattern, and soft cuffs.

Some Spring pattern shirts were featured in a single window display of Goodwin's, Ltd. The broad, widely-spaced stripes in bold decided colors, which are still the prevalent idea for fashion leaders, occupied a goodly share of the display.

Pyjamas for the Soldiers

Hannan's Men's Wear Store on Peel street, featured some fine English Oxford pyjamas at $3.50 in heliotrope, blue, green, fawn and white, with a deeper stripe of the same color as the general tint in each case to complete the design. Shantung silk pyjamas also featured attractively at Hannan's. Regarding these the importance of the lady purchaser for soldier friends abroad was emphasized, with also a hint of value to men's wear dealers meeting such valuable trade. Hannan's sold to a lady for a soldier friend in Cairo, Egypt, a pair of Shantung silk pyjamas, and at her request fitted the trouser ankles with elastic bands to frustrate the roaming tendencies of tropical spiders and scorpions. Incidentally, Hannan's reported request for khaki goods reduced a little owing to peace talk, and this may give an inkling as regards the more prominent showings of khaki goods in Montreal.

Something New in Canes

The walking stick habit has taken hold of Eastern Canada quite markedly, and Hannan's show at present a new idea in walking sticks, a line to retail at $6. These "sticks" are really thin rods of steel (that very precious metal in these days) covered over with attractively plaited leather (another highly valuable material), which forms a firm handle grip, and gives a handsome appearance to the cane.

Not any very distinctive display of hockey caps, etc., has been made during the present Winter in Montreal, though all the men's wear stores gave them a share of display space in suitable weather. Most of the live buyers of these lines are overseas. Dress requisites also came in for small display, and sold very lightly. Not prominently shown in the windows, but coming forward in the ideas of men's wear dealers more and more are the strictly feminine lines of goods. Women have been buying more and more lately in Montreal men's wear stores, and in Hannan's store, for instance, MEN'S WEAR REVIEW noticed lines of ladies' silk hose, gloves, and silk handkerchiefs, priced up to $1.50 each. These lines are gradually gaining more window space, for more and more do women begin to watch men's wear store windows, and if the truth were fully known, it might be found that many a young man has bought a suit or a scarf which some young lady first drew his attention to in a men's wear window.

A New Color

Satin ties are evidently popular in Montreal men's wear business experience, for these have been displayed in very varied range in many windows. Some of the old designs in squares and diamond shape effects are coming back, worked in greens and reds and shades of purple upon dark grounds of brown, blue, and greys. Very broad stripe silk mufflers are much in evidence, the colors of the stripes being coral, maize, blue, green, purple, black, and battleship blue. This latter color is the hue that might be imagined as capable of merging into invisibility on the horizon of a blue sky over a blue sea on a clear day, a very translucent blue indeed.

New Prices in Ties

Paisley silk mufflers, with fringed edges, are popular to judge by the men's wear windows of Montreal this season, and the range of ties showing grows more and more vividly Spring-like. Scott Bros., St. Catherine street, showed a considerable range, revealing the quieter and the more advanced taste in various price scales. The popular price for a tie in Montreal at present is around the dollar mark, but there are lots of 75 cent ties showing, and some of these are sold at three for two dollars. In design the dollar ties shown are often exceedingly chaste, with dainty spot groupings or French flower effects, upon woven patterned grounds in many rich color schemes. Orange and purple, and vivid red color spots have the predominance. Dark greys, varied with deep and lighter blue figuring are also to the fore. The R. J. Tooke windows, and Fashion Craft, also Case, of St. Catherine street, have been doing their parts well in displaying the new season's ties, scarves and mufflers.

Regarding displays of ready-to-wear suits and overcoats, Rod. Sangster, Jr., of St. James street, has been doing many neat and attractive things in window displays during his 20 per cent. reduction sale, and has featured several handsome overcoats in dark materials at surprisingly low prices for their evident quality. Overcoats at $15, reduced from $25, just about two or three of them at the price, dominated the window on one occasion, but vanished soon.

R. J. Tooke's, corner of Peel and St. Catherine street, featured a "Lonely Sale," in which certain suits found left

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WHAT IS BEING SHOWN IN TORONTO

The Month of Sales, in Full Swing, Playing for the Trade of the Careful Soul—A Word on Lapels, and a Few Remarks on Buttons and Trench Coats.

TORONTO is at the moment in the throes of the sale month. The only thing that greets the eye of the passerby is the ubiquitous sale sign that adorns the window of practically every men's store. "Was $1.50 to $2.00 now $1.15," is the soft suggestion that greets the eye at every turn. Nor are these subtle suggestions being neglected. Drop into any one of these stores it is full of careful souls, who wait for these days of promise through all the long year. The fever of buying is upon them and they buy liberally. In one way these sales are not a thing to rejoice the heart of the merchant. There are no cheerful profits to send contented shivers up his spine. No his spine is shiverless, yet there is a certain ground for self congratulation. The sale buyer is not the descriminative buyer that the general all the year customer is. His heart as a rule is set on shirts rather than one particular shirt that the ordinary buyer considers fits in best with the modest attractions that a more or less beneficent Providence gifted him with. Therefore the dealer is enabled to unload some commodities that might under other circumstances have robbed him of a well earned repose. This is rather a long way round to get to the fact that the Toronto shops have most of their novelties tucked carefully out of sight, and are busily engaged in shirting and collaring and socking the economical members of their varied clientele.

A seeker for crumbs of information finds these crumbs far more elusive than the average crumb, he must tiptoe around as quietly as a moth on a Persian carpet and get his niformation in a surreptitious manner. No one wants to speak of novelties now.

The Knitted Tie a Canadian Feature

Lovers of the knitted tie will be relieved to know that it does not appear among the sale victims. This is a hint that will bear watching especially when a little additional hint comes from some of the manufacturers that such ties are still being made in quantities for the Canadian trade. Here is an interesting fact, Canada is now the largest user of the knitted tie. Germany used to be a close second, but of recent date, according to reports that country has shown a disinclination towards English knitted ties. Yes the knitted tie has been added to the methodical German's list of things to be "strafed." As the knitted tie appears to be a characteristic preference of Canadians it seems likely that it will survive the disfavor of other centres of fashion.

If you tiptoed around very gently you might perchance catch a glimpse of some novelty socks, not startling in color as have been some of the novelties of the past. They are plain neutral tints with a thread pattern not merely over the ankle bone, which manufacturers have considered most worthy of decoration, but covering the whole surface —a very neat and attractive article for the well-dressed man.

Speaking of clothing. One isn't devulging any particular secrets, but unfortunately one isn't venturing into a field that gives room for much discussion. Never, according to one merchant, has the general style of clothes been so normal. The novelty designs that used to be so prominently in our midst are now notable by their abscence. Even the assortment of colors is getting limited.

Buttons But Not For Buttoning

If you happen to have a penchant for chaging the form of your lapel with each new suit there is an opportunity at present, though not one that would be particularly noticeable. There is, however, a feeling toward a little more accentuation of the peaked lapel. There is some little deviation among the vest fashions too. Vest collars are numbered with the dear departed absolutely dead say some dealers, only about half dead according to others but all agree that they are a thing of the past. Even the young chaps who favored them because they gave another opportunity for another roll lapel have given them up.

To this funeral cortege might as well be added the three button coat, to button three. There is quite a mania now for having buttons supplied and even buttonholes that it would be sacrilege to use. For the conservative soul there is still the three button coat but the top button simply must not be used. It is there so that the buttonhole will break the long line of the lapel. The ultra fashionable soul may also have three buttons, but only the bottom of these must by any chance be buttoned. Two buttons, to button one, are also very much to the fore. All this brings the vest much into prominence, which is further accentuated by the vest being cut slightly higher.

These are simple changes however, and are along more or less sober lines. Freak lapels, pockets and cuffs of strange design have also sung their swan song. The only deviation from the severe simplicity of line is to be found in the pleated back that is expected still to be in fair demand for Spring trade.

Enter—The American Version of the Trench Coat

The most noticeable innovation in the clothing line is the American version of the trench coat. It is, be it noted, a very free version. It involves no danger of being arrested by the military police as a deserter. Few people would associate it at first glance with its namesake, yet the vogue it has been having in New York has been reflected here, and there has been a very considerable demand for the style or styles, for there seems to be no particularly stated model.

Generally speaking there is a strong tendency, despite this little flurry in favor of the trench coat, to favor more simple cloths. Even the braid that used to grace the fringes of morning coats is falling into disuse. We appear as a people to be taking our clothing seriously.

WHAT IS BEING SHOWN IN MONTREAL

(Continued from page 44)

over or for some reason in broken line ranges, made a remarkably good showing. The "lonelies" were not in the least put to shame by the fact that "Riley" Hern was announcing and showing his latest ideas in tailoring for young men in the adjacent windows of the same store. They looked good, and sold well.

Goodwin's, Ltd., which has a particularly strong men's wear department, tried an experiment (for Montreal's trade) with the Futurist tie, a truly tremendous onslaught of brilliance, upon the masculine eye, a tie of furious color intensity, a very vision-mesmerising nightmare. Did the experiment succeed? Did the Futurist Tie sell? Well, MEN'S WEAR REVIEW walked round the department with Mr. Rubein, the manager, in search of one last one of those lovely color-rioters of the tie counters, and there wasn't one left. They had been on sale for less than ten days around Christmas.

DAINTINESS OF DESIGN TO FEATURE IN FALL SHIRTS

The Bold Breadth Indicated for Spring and Summer Seems Likely to Give Place to Something Subtler in Charm and Exceedingly Attractive—The Soft Collar to Continue Popular, and Cutaway Designs to Hold in Stiff Collars.

IF there is anything in daintiness of design and delicacy of fabrics to induce purchasers of shirts to add to their stocks; if there is anything in the influence of the appreciation of the fair sex upon the masculine shirt-buyer; in short, if good taste counts for anything in connection with purchasing power, then the men's wear dealers of Canada may look forward to congenial business conditions in regard to shirts in the Fall of 1917.

It is early enough, in the opinion of a good many manufacturers for men's wear specialists to figure on Fall shirts, since quite a few manufacturers had, in January, Spring shirt deliveries still on hand. Moreover, the manufacturers were in doubt themselves as regards the prospects ahead for early Fall shirtings.

Difficulty of Deliveries

One and all of those interviewed by MEN'S WEAR REVIEW, admitted that the outlook was still full of difficulty, particularly as to deliveries, and most particularly as to deliveries from Great Britain. In days before the war, and before the organization of British industries into one gigantic fighting machine, thousands upon thousands of yards of shirtings could be counted upon for delivery as certain as dawn after dark, and shirtmakers had designs and ideas for novelty shirtings and staples before them in plenty of time previous to the arrival of the several seasons. To-day it is different. There is doubt regarding imported shirtings. The Canadian textile industry is working at capacity to turn out the lines required, and Canadian mills are by no means comfortably ahead with orders for material. There is reluctance, therefore, on the part of the makers of materials to make any very early announcements as regards designs and prices, and the shirt-makers are themselves influenced by this reluctance and its corresponding condition of uncertainty.

Nevertheless, even with this uncertainty most pronouncedly present in the market for shirts, MEN'S WEAR REVIEW is able to indicate to the retail dealer in this line all over Canada certain tendencies of design for early Fall shirtings which will no doubt encourage dealers in their task of facing the business of selling the goods at undoubtedly higher prices than have hitherto prevailed.

These tendencies in shirting design are the outcome of the need indicated in last month's MEN'S WEAR REVIEW—that need being for fertility of resource in the direction of design so as to produce effects on the purchaser which will offset in his mind the difference upwards in price. In short, the newest early Fall shirtings will be full of beauty beside which their price will seem insignificant as a consideration in the mind of the purchaser who is fastidious and particular as to the shirt he wears.

Again, early Fall is essentially a shirt-sleeves season for the young man with the young lady in his neighborhood, and the charm of the lordly male is mightily enhanced in the eyes of the lady fair by the fascinating perfections of the shirt he wears. This fact means early Fall shirt sales every time for the men's wear dealer, and therefore the men's wear dealer may rejoice in the coming designs for early Fall shirtings.

A new Country Club shirt, made with non-convertible collar combining both comfort and appearance. The model shown here has white body, narrow buff and black stripes and wide blue stripes. Shown by the Williams, Greene & Rome Co., Limited.

Some Bold, Some Subtle

The bold, rather louder range of patterns which have been announced for Spring and Summer of 1917, will be still present to some extent. That is true, but there will be noticed a subtle, an infinitely subtle change also in the

designs. Those bold, broad stripes that have commanded attention and promised fine striking window displays and courageously inclined shirt-purchasers are going to influence the early Fall styles just a dainty trifle. Breadth of stripe seems likely to merge tenderly into breadth of effect. The bold effect of distance between broad stripes in the shirtings will be found to have passed imperceptibly into the more delicate attractiveness of the same space relieved by an additional line faint or more decided as the fancy of the designer may suggest.

The barbaric decision of the broad stripe will in some of the most charming novelty lines in shirtings, be discovered to have given place to the more refined charm of a series of narrower bands closely grouped, and quite wonderfully varied in color scheme. There will be black lines in some shirtings, and their effect will be to enhance the effects of the colors. Harmony rather than contrast will be the ruling principle in coloring, and the most perfect proportion between line and intervening space will be preserved, making altogether a range of shirtings to fascinate even the most sturdily masculine taste, and certainly to absolutely charm the feminine eye that may chance to rest on the masculine shoulders so tastefully draped.

Shirtings from Japan

Certain imported Japanese shirtings in silk may be expected showing as great and even possibly greater variety in arrangement of line, band, and color scheme. One of the Spring lines being exhibited at present shows a rather broader band than the early Fall shirtings show, and this broader band is broken up into a half-diced effect in rich luminous ruddy and purple hues. The whole effect produced in less than an eighth of an inch of width, with the bands separated by about an inch and a half of white or rather cream space, is exceedingly rich, and MEN'S WEAR REVIEW was not surprised to learn from the importer of this shirting that it is in great request by young ladies for blouses. But it is a masculine shirting all the same.

There is every chance that the silk shirt will be found in immense popularity during the early Fall, especially as if present indications are any guide, importations of materials from Great Britain are going to be scanty. The Japanese are apparently ready to do wonders in supplying silk fabrics, and will follow any design ever created, and create a new one in the time it takes a man to glance from one to the other.

Something New in Soft Colors

Without doubt, the soft collar and the French cuff are going to maintain the popularity in early Fall which has been promised them for Summer. Some very attractive things are going to be done with soft collars this Summer and Fall. One leading manufacturer has an invention almost ready for announcement to the trade which will revolutionize the whole attitude of the trade and of the purchasing public to the soft collar. When the hint is given that this new collar is a collar which combines the smart appearance of the stiff collar with permanent quality as regards that smartness of appearance, and yet with all the ease and comfort in warm weather of the soft collar as first introduced, then perhaps enough will have been said to pave the way for the arrival of this invention upon the ready market. It is a Canadian invention, too, another good point in its favor.

Reverting to Gold Pin

Regarding the stiff collar styles so far in sight for early Fall, there seems to be an increasing tendency towards the cutaway models, but so far very little new has been shown, and the matter of materials is still a serious consideration for manufacturers. Soft collars are coming to be something of an all-year-round fashion because of their increasing perfections, and for Fall there has been indicated a tendency towards a reversion to the gold safety pin fastening in front, to replace other forms of fastening which have been more in use lately.

SHOW SHIRTS ONLY IN CUSTOMERS' SIZE MUCH DISSATISFACTION THUS SAVED

SOME one has said there is no advertisement like the wagging tongue of a satisfied customer.

On its face the statement appears pretty true, and it is to the end of keeping their customers from becoming even in the least dissatisfied that E. H. Thamer & Son, of Kitchener, have adopted the definite policy of showing goods only in the customer's size. This removes the danger of a customer seeing and fancying some pattern in a size other than his own—some pattern which is not to be had in his own size.

Take shirts for example.

We all know how things work with these. Some men are not exceedingly particular as to pattern. They will take practically anything within certain bounds. They may like something quiet, but whether it be blue, or pink, or mauve is of small importance. Others, there are, who feel very differently. They hunt for a pattern, more perhaps than they hunt for value in the goods.

Now if one of these sees a pattern in a size 16 which appeals to him, why, he wants that pattern.

You say, "Sorry, but I have not that in your size."

Well, the man may buy something else, but he has a feeling that he is not getting the very best possible. He leaves the store the least little bit disgruntled, and to let a customer go away in that frame of mind is not in the best interests of any business.

It would, of course, be impossible for a dealer to keep every pattern in every size—as would be necessary if he were to make sure of satisfying the whim of exery customer. But he can make sure that the customer sees only what can be supplied in his particular size.

To this end Mr. Thamer keeps his shirts together by sizes. He at once finds the size needed by the customer, then shows only what he has in that size. This he has found results in perfect satisfaction, saves time, and is generally in the interests of customer and dealer.

HOLDING CONVENTION

Forty Salesmen of Belding, Paul Corticelli Co. in Montreal.

About forty salesmen of the Belding, Paul Corticelli Company from all over Canada, held a convention in Montreal, which was incidentally the first of its kind attempted by the company. The salesmen were entertained at a dinner at the Place Viger Hotel, Tuesday night, among those present being A. O. Dawson, president of the company, and William McMaster, J. M. Mackie and William Hanson, directors. A moving picture demonstration of the silk-making process was given at the Place Viger, and the next day a trip to the Coaticook factory of the company was made.

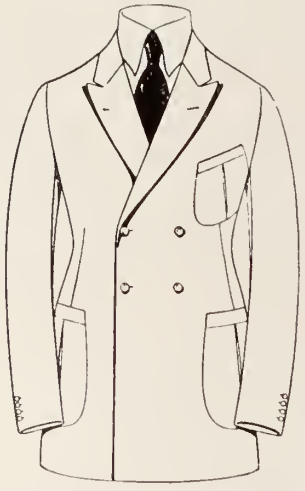
SUITS & OVERCOATS

EARLY FALL MODELS IN SUITS AND OVERCOATS

The Trench Coat to the Fore, and it Isn't as Startling as One Expects—Double-breasted Sacks Likely to Gain Favor—Overcoats Will be Longer, and Cuffs on Trousers Narrower.

A LITTLE early still to tell definitely what will be sold for the coming Fall. There are some models now ready, however, and though it may be another month, or even more, before the clothing salesmen go out to the trade in large numbers, it already is apparent that their trunks will not contain certain lines, which have been splendid sellers of late—at least not in large numbers. Also it is evident that their trunks will fairly bulge with some models which—if known at all last year—were numbered among the freaks.

Ruminating over the number of styles, both in suits and overcoats, seen in a tour of some big manufacturing houses, the editor was again forcibly struck with the fact that practically everything being shown now is young men's stuff. Nothing for the old man, or even the elderly man, is being made—apparently. Of course there are



One of the Double Breasted Sacks which it is believed will be popular for Fall.

conservative styles. Indeed some of the best houses almost concentrate on such models; but these are cut on young men's lines. They have a style, a smartness, a dash, which is youthful while it is refined.

No Old Men Now

What then of the elderly man? Well, in the language of the astounded old farmer, who, for the first time had seen a giraffe, "There ain't no such animal."

Every one wants to remain youthful. And so, the man approaching middle age keeps to young models in clothing. He keeps to young habits, too. No longer does a man file away his skates with his wedding certificate. Not much. He dresses youthfully. He feels youthful. He acts youthful. Look around. Proofs are on every hand, and they are certainly present in the showrooms of the clothing manufacturers.

These clothing makers are close students of human nature. They know, in a general way at least—no designer will venture a bolder statement than this—what the public wants, and they have decided on young men's clothes.

Taking it for granted then that the 1917 Fall and Winter models will be young models, what particular form will these take?

Well, first a word as to the form they will not take. It seems that the pinch-back style—for men—is on the wane. It will be strong for Spring and Summer, no doubt of that; but as a leader, its day is expected to be over with the Summer. This, of course, does not apply to overcoats. In ulsters the pinch-back effect will be used as it has been for years back.

With one leader going, what is coming?

Well, as we've said, it is a little early to say certainly, but come along, and let us look over some of the new models which have already been completed by the designers.

Here is a conservative model—three buttons, not too long lapels, a rather snug-fitting coat it is, with narrow sleeves. A very smart model, one which is quiet enough to suit the tastes of the most modest dresser, yet giving, as has been indicated, the appearance of youth, so much desired.

And here is a double-breasted sack. No, this is not entirely new. It was shown last Fall. But it didn't make a very big hit then, and it is expected to find great favor for this Fall and Winter's business. Indeed, this double-breasted sack has been trying to come back for some time, and it would seem that its merits are about to be recognized. The little sketch shown herewith will give a better idea of this model than can be given in words, so we will pass on to a more extreme and entirely new style.

An Extreme Style

This is a two-button sack, with the two buttons very high, leaving a great deal of skirt to swing free. The coat fits snugly, and the pockets are vertical. Their length, moreover, is made to seem greater even that it really is by reason of a pleat starting at the top of the pocket and running up about six inches.

This is an extreme model, and we doubt if it will find a very large sale in Canada. Some such models, it is understood, have been put on the market in the United States, and there they have made a big hit. But we're a little more conservative here, and some of our more ad-

vanced dressers are more busily engaged in picking out suitable shell craters for protection than suitable clothes.

A Lone New Pinch Back

One pinch back effect, it would seem, will be carried into the Fall line—one pinch back at least. This is a model which has no buttons at all in the front, but the belt comes completely around, and, fastening in front, keeps the whole coat in shape. In this sack there are two pleats

An Extreme Two-Button Model. Note the expanse of coat below the second button—also the pockets.

in front, one on either side. These run both above and below the belt, extending on the lower side to the pockets.

Trouser Cuffs Narrower

But what of trousers?

These, it seems, will be but slightly changed from last year. The cuff will still be strong. Indeed, it seems certain that this is here to stay. But this cuff will be somewhat narrower for this Fall—perhaps half an inch narrower.

And here are the overcoats.

There's enough to make one's eyes bulge here. In this line certainly you're going to have something mighty new and attractive to show customers.

A Word re Trench Coats

The trench coat will be the leader, it would seem. Frankly we doubted if this would catch hold here in Canada. After seeing a wider range of models, we hesitate in our judgment. They certainly are attractive. Moreover, as seen, they are not as startling as the name implies—don't seem to be so much aping the military. Any affectation of a military style, by a man who can not, or will not, go to the front, hardly seems the thing now. But as we say these trench coats, as they are called, aren't really so military looking. They are mighty smart models, indeed, and we rather fancy they'll have a big sale to the trade, and that the trade will not have a great deal of difficulty in getting their customers to look with favor on the line.

Indeed, this trench coat is nothing much more than an ulster with a belt all around. Some have patch pockets, some bellows pockets, some slant pockets. One model seen had these slant pockets both above and below the belt—that is, four in all. The consensus of opinion among designers, however, is that this is a little overdoing it, and that two pockets are sufficient. For motorists, though, the four pockets might have a big appeal.

Another trench coat seen had a pleat right up the centre of the back, as in the longer military great coats. Then in front there was a pleat on either side, running from a point just above the pocket front, up for about eighteen inches. The belt, completely encircling the coat, added the finishing touch. Well, Mr. Retailer, you can put your own meaning on that phrase, "the finishing touch." But we don't mind admitting we're rather strong for this model, after seeing it as it will look on the street.

Belts Worn High

By the way, the belts on these trench coats are worn very high—quite noticeably above the waist line—a sort of masculine princess effect.

Another general tendency in overcoats is worth noting—it is the tendency toward greater length. Take the popular box coat, which last year was made in lengths of 38 or 40 inches. This will be about 42 inches this year. And that addition of two inches will, it seems, be general.

Welcome another old friend. The Raglan is back. At least one very appealing model was seen by MEN'S WEAR REVIEW, and its designer has hopes—he won't go further than that. It is a double-breasted great coat, an ulster, really, with convertible collar and all, but the shoulders are Raglan. This model, like many of the others, is made either lined or skeleton.

Oh, there are a number of new things to demand your attention, friend readers. Some lines we saw should certainly please you, as giving promise of pleasing your customers.

BOYS' BUYING POWER GOING UP

(Continued from page 41)

This has meant money in the year passed. As Mr. Duffin, of Dundas Street, West Toronto, told MEN'S WEAR READER, it has sometimes been necessary for dealers to dissuade these young fellows from buying too expensive stuff.

But the buying power of the boy during 1916 will be small compared to the buying power of the boy during 1917. That much already seems certain. It will, therefore, pay the dealer to lay plans to get the purchases of the boy.

Suggested Birthday Presents

One dealer, to this end, has had the vital statistics of his town analyzed, and has a list of birthday dates. Before the natal day arrives, he sends a note to the parent, suggesting that a fitting present for Johnny or Harry would be a suit of clothes. It's a fine idea, and might well be adopted by others. But that is an appeal to the boy's parents. The appeal to the boy himself is worth while now.

Other Business-getting Methods

Such appeal can well be made through the store window, as the boy is sure to be on the street a lot. Also advertising on the sporting page should pay. Clerks well know a lot of the boys, and can bring trade just by being friendly with these younger fellows. A boy feels flattered at being known by an older man. He'll usually give his trade to this man who knows him on the street.

But there are many ways to get the boy's business. Each dealer will be able to devise schemes. It is the realization of the remarkable opportunity which is most necessary. Some dealers—who have ample room—have yet failed to establish a boy's department. There may be local conditions which in some cases make such failure to expand wise. But in a general way the dollars will roll in during 1917 to the man who caters to boys. Hadn't we better get in the way of the dollar?

WOMEN'S OVERALLS NOW ON THE MARKET

Made Not Only for Shell Workers, But for All Women Who Do Any Heavy or Dirty Work—Several Styles Described—Prices Not Fully Known at This Early Date

YES, overalls for women are now being made—and sold—in Canada.

MEN'S WEAR REVIEW has previously spoken of this line as one which is commencing to be featured in the United States. Then—and this was only a few months ago—the garment was illustrated more as a freak than a style. But how a few weeks change things! The woman's overall, as it may be called, is now a factor for the Canadian trade to consider.

Perhaps Canada has followed England and the States in making these lines, but the sale of this new line in Canada opens in a way which indicates it will outstrip the demand experienced for this novelty in the United States. The reason for this, of course, is not so much that Canadian women turn more readily to a new line—far from it. But the war has made Canadian women, workers—as they never before were workers. At shell making, and other heavy employments, they are taking their place. They need garments, therefore, suited for this heavy work—garments which will protect their clothes, and which will be so planned that the danger of these garments getting caught in the machinery is reduced to a minimum.

Variety of Models

Realizing the need for such a garment, and having this need brought to their attention by those connected with shell making, a number of Canadian overall manufacturers have commenced turning out something which may be called a woman's overall. The models so far shown vary a good deal in style, and indeed in fabric. Some are like the men's overalls, only more ample in size. Others are more like aprons. Still others are like coats—warehouse coats. Some are a little like all three. But each aims to meet the one need; and all would seem to fill this need, though perhaps some a little better than others.

By the way, though this is a woman's line, its sale, so far, has been largely through men's wear stores. Moreover, the manufacturers expect that the men's wear dealers will continue to be the agents of distribution, arguing that when after an overall, the natural place for a worker—even a very new worker—to go is to a men's wear store where such things are regularly handled.

Expect Steady Demand

It would seem important that the men's wear trade keep to the front as the source of supply for this new line; especially since the belief is, after the short experience of the past few weeks, that this is a line for which there will be a demand from women steadily now—irrespective of the shell making. The overalls, it has been found, sell well to women who on occasions do heavy housework. They sell well to women who drive automobiles, and who study the internal workings of the same. In fact the many out-door women Canada fortunately has will make a steady demand for this line.

And now as to the various styles.

One Style

One manufacturer has this to say:

"The first concern of the designers of the new garment was to make them practical overalls without making them too obviously a pair of trousers. So more goods go into overalls for women than are required to make a pair for men, and they may be gathered in little tucks about the ankles. Or they may be gathered about the knees, assuming then a billowy, bloomerish appearance. Accordingly, they may be worn over skirts, so their primary purpose is to add to the freedom of women's movements.

"We think they may be employed to advantage in all sorts of factory work, housework, washing, ironing, cooking, scrubbing, gardening, and other outdoor work, and for motor cycling, camping, and sports of all kinds. Overalls for women are more sanitary than skirts, which catch all the dirt, and can be washed more easily and less expensively. They are superior to aprons, for, clasped about the ankles, they keep the undergarments of their wearers free of any dust or dirt.

"A feature that has appealed so far to those who are to wear them is that women who like to travel to and from their work arrayed in finery may do so, and, by changing into overalls at their places of employment, can go about their work with no fear of wearing and tearing their street clothing or of catching it in machinery.

This manufacturer is making these women's overalls in chambray, sateen and khaki materials.

A light blue Apron and Cap for Munition Workers—and others—being made by the R. G. Long Company.

A Different Garment

Another manufacturer has just turned out what he calls women's overalls, but they are not what is usually regarded as an overall. They are not in trouser style at all, but have an ample skirt, and run right up to the neck in front without any opening. A vent runs from the neck, at the back, to a point about 18 inches from the bottom of the skirt. The wearer, therefore, simply steps into this skirt, slips her arms into the sleeves, then buttons up the back and fastens the belt which is provided, thus giving the garment a snugness at the waist which adds a feminine touch. This garment has two side pockets, and with it is sold a cap of the same material—something like the dust cap women have worn for some time.

In the manufacture of the garment 300 drill iron clad cloth has been used—of blue color. While the cloth is light it is subjected to a hydraulic press test of 65 lbs. per square inch—this to insure sufficient strength.

A Coat Style

Still another manufacturer, just starting the manufacture of this useful garment, is making them of khaki cloth, and makes them in the form of a long cloak—much like a warehouse coat, only heavier, of course. The buttons enable the overall to be fastened right to the throat, thus giving complete protection. This, indeed, is a model which might well be used by men, as well as by women. Only the size need be considered. Like the other models this makes a splendid garment for use by automobile enthusiasts, gardeners—amateur or professional—in fact by all who regularly, or occasionally, do rough work.

Other manufacturers, MEN'S WEAR REVIEW understands, are on the point of producing these women's overalls. One speaks of a bloomer effect which their construction engineer has in mind. But it is evident there will, at first at least, be a wide range of styles in these garments.

As to price—well the garment is so new that it is impossible to give anything like a definite idea as to this. One line, however, which seems adequate in every way, is being offered the trade at $21 per dozen. That figure, of course, will only stand while supplies of cloth bought at present prices last.

The Need is General

In these days when clothes are so expensive, the desire to add to the life of one's clothes is natural—also it is general. Overalls, both for men and women, afford the necessary protection. It is doubtful if the sale there can be for this woman's line—and for men's lines, too, as far as that goes—is realized. Every person who tends a furnace, fixes a grate, hangs out clothes, washes windows, oils a motor, digs a garden—in fact, practically all of us, regardless of sex, could use overalls to advantage.

This new line offers dealers a chance to drive home this fact, and at the same time to get a nice volume of extra business. In some districts, where women in large numbers are working, there is the chance for big business, fair profits, and the chance of drawing these women to the store. A window trim of the new line should be worth while in many places. Showing a new line is always good business. It attracts attention, and makes people talk of the store. "I saw some overalls for women in ————'s window," they will say. That impresses those who hear with the idea that this is a line they might buy, and also with the idea that ——— has the latest things—is an up-to-date merchant.

WAYS OF THE WORKING MAN AND WORTH OF HIS TRADE IN MEN'S WEAR

An Article Noting Some of the Experiences of Widely Representative Men's Wear Stores in Connection With and Cultivation of the Business of Supplying the Wage-earners With Their Wearing Apparel

"MEETING the workingman's requirements in men's wear—is it profitable business? Why it's the most profitable business in the whole trade! I wonder the fact is not more widely recognized. But in window dressing, and in advertising, and in almost every way possible the idea seems to be emphasized that it is the smart style trade that counts for most in the men's wear business. In my experience the facts are quite the other way."

The speaker was an enterprising men's wear dealer in Maisonneuve, one of the main industrial suburbs of Montreal, where there are located many considerable manufacturing concerns shipbuilding, munition-making, etc., and where there have been for some time back fairly fat pay-rolls. The men's wear dealer making the remarks quoted in the opening sentences of this article, admitted that he was several thousand dollars ahead of his previous years' returns when he came to count up the business results of 1916. The better returns were directly due to the distribution of the factory pay-rolls through the purchasing power of the working men who compose the personnel of those pay-rolls.

H. J. de Villers, men's wear dealer of Maisonneuve, spoke as one having authority. For he spoke from experience and personally proven facts of business. He has made good honest money in the supplying of the needs of Mister Working Man in the departments of men's wear, both for working hours and for occasions off-duty.

But it was not on the importance of the 'off-duty' lines of goods for the workingman that Mr. de Villers laid most stress. As a matter of fact, in his experience during 1916, the munition workers of his district had done very little buying in the fancy lines of goods, though they were making big wages. They had made the big wages only by working longer than usual hours, and had seemed to have too little leisure to go in for fine dressing. There was in this men's wear dealer's mind as he spoke a vision of a four dollar silk shirt which had remained strangely reluctant to part company with the counter, however much it had been admired.

But then Mr. de Villers makes a specialty of apparel for the working man's working hours, not for his occasional off-days, and evenings of alarming extravagance when a four dollar silk shirt might serve as a setting for a diamond stud worth forty dollars. There was one customer whom Mr. de Villers recalled, who had in a burst of economy saved up about $400, but who had experienced a reactionary burst of delightful extravagance when bang went $75 in a diamond ring for his girl. "Not much of that $400 left by now, I guess," remarked the dealer in workers' raiment for the hours of wage-earning rather than wage-burning. And then he went on to speak of the importance of making specialties in various appreciated lines of workmen's clothing.

In overalls, for instance, this men's wear dealer has found it profitable to keep right in the forefront of the march of ideas, and to secure, from the United States if necessary, the very latest handily useful improved inventions in the overall line. It is a positive, and predominant principle of the de Villers Sales Co., that novelty and the quality of useful newness of idea as regards workmen's wear are all important in securing business and keeping former customers. The idea that there can be novelties and even 'styles' in workmen's clothing for work-days is one which has not been fully realized by either manufacturers of men's wear dealers in Canada according to Mr. de Villers' view, but by paying attention to just this aspect of the business, as well as to quality and price, he has made a success of this branch of the trade. One reason for his having paid closer attention than to others may have seemed necessary to this idea of novelty in working garments, is the fact that he has found the workingman exceedingly particular as to quality and price. Now that prices are going skywards in a variety of lines including overalls and shirts, working pants, and mechanics' gloves the workingman purchaser questions matters farily closely before buying. If you have only the same old style of article to offer at an enhanced price there is always a chance that the keenly critical workingman will pass it up and seek further for what he wants in the hope of securing it cheaper. Once out of your store, and away roaming to other places of business, a customer seldom comes back even if he be disappointed in the effort to find better value. Weary of the search he will buy where he takes his final look for the goods he wants, and the store at which he last calls will be the gainer. This is believed by Mr. de Villers to be one of the difficulties in doing business with a clientele of working men, and the way to overcome this difficulty is to go in strongly for novelties of design, of quality, of adaptation of the goods to their wearing purposes. Give the workingman something that attracts him as a new idea in a garment, a handier fixing device, a special strengthening gusset, any reasonably useful 'stunt' to improve the garment, and he will readily pay more for it or buy never questioning an enhanced price as compared with his previous outlay for a similar garment. But, in the opinion of Mr. de Villers, after considerable experience in the business, the Canadian manufacturers of workmen's clothes are losing a lot of chances of securing big reputations and bigger business in this direction by sticking too conservatively to unvaried lines of goods and patterns in working garments.

The fact that machinists and many munition workers wear not overalls but black shirts and working pants while on duty has been noted by Mr. de Villers, and when the cost of overalls advanced from $11.75 a dozen to $18.75 a dozen, he discovered that his customers were gradually turning their attention to the economy of buying washable working pants and black shirts instead of overalls. The pants cost retail $1.98 a pair, but gave more wear than the overalls which could be had at about the same outlay.

"There is room for improvement in working men's pants," suggested Mr. de Villers, "some style of attached belt fixing for them perhaps; at present the average workman uses an old Summer belt to fix them, and does not buy a new belt often. Something in the way of a belt fasten-

Ye Working-man's Shop. | Le Magasin de l'Ouvrier.

CORNER ST. CATHERINE & AIRD AVE. | COIN STE-CATHERINE ET AVE. AIRD.

IF YOU MISS THIS SALE, YOU ARE LOSING DOLLARS. SEE THE YELLOW AND BLACK $ SIGNS IN THE WINDOWS. THE LARGEST EXCLUSIVE SHOE AND GENTS FURNISHINGS SHOP IN MAISONNEUVE, AND, AS ALL OUR CLIENTS HAVE SAID, THE PRETTIEST AND SAFEST SHOP REGARDING FIRE PROTECTION.

BELOW ARE THE EXACT PRODUCTIONS OF THE SEASON'S LATEST AND THE ONES THAT ARE PROVING THE BIG MAJORITIES. CHOSE.

SI VOUS MANQUEZ CETTE VENTE, VOUS PERDREZ DES PIASTRES. VOYEZ LES ENSEIGNES DE $ DE PIASTRES, NOIR ET JAUNE, DANS LES VITRINES.

LE PLUS GRAND MAGASIN EN FAIT DE CHAUSSURES ET MERCERIES, DANS MAISONNEUVE, ET, COMME NOS CLIENTS DISENT, LE PLUS CHIC ET CELUI QUI VOUS PROTEGE LE PLUS CONTRE L'INCENDIE.

AU BAS VOUS VOYEZ LA VRAIE REPRODUCTION DES NOUVEAUTES DE CETTE SAISON QUI SONT CELLES QUE LA GRANDE MAJORITE PREFERE.

Last chance to get Peabody overall at $1.50

The price is now advanced to sell at $1.75.

For sale by "Ye Working-man's Shop"

Dernière chance pour acheter vos salopettes Peabody à $1.50

car les prix sont maintenant montés pour vendre à $1.75.

Grand choix de souliers ou bottines avec semelle en caoutchouc, de 69c à $1.35

Big choice of children Fleetfoot (Running Shoes), especially priced at 69c to $1.35

Try one of Forsyths new striped sport shirts, coolest thing to wear.

The "FORCOMFO" the sport shirt made exactly right. Selected from the famous assortment of

Forsyth Shirts

Adapted to city and country wear. A guarantee with each shirt.

Il n'y a rien, comme une des nouvelles chemises à rayure, de Forsyth, pour avoir le comfort.

The only place where you can buy a real good molders Fireproof Congress In USA, they have advanced 50c. Last call at $3.50

La seule place où vous pouvez acheter une vraie congress à l'épreuve des flammes Aux Etats-Unis, elle est augmentée de 50c. Dernier appel à $3.50

When you want a novelty shirt you'll surely find it here

Forsyth Shirts

Forsyth Shirts are the kind that gentlemen wear They swear by them, not at them, because the cut, fit, stitching, buttonholing and finishing is perfect.

Forsyth Shirts are guaranteed by a little green slip with a big white meaning

Lorsque vous voulez avoir quelque nouveauté en fait de chemises vous la trouverez ici.

You don't have to take a chance when you buy wool tex pants here Every pair guaranteed and that's a big thing

Vous n'êtes pas obligé de surveiller les coutures des pantalons Wool Tex, car nous les garantissons C'est une grande chose pour l'ouvrier Rappelez-vous que les prix augmentent beaucoup

When you want a well finished overall of good material, made in England and Canada try this one.

Lorsque vous voulez une salopette bien finie et faite de bon matériel, essayez celle-ci.

WE HAVE BEEN FORTUNATE IN GETTING MR. PERRON, OF FORT WILLIAMS, TO TAKE CHARGE OF OUR SHOE REPAIR SHOP. HE IS ONE OF THE QUICKEST EXPERT SHOE REPAIRER OF MAISONNEUVE. YOU CAN SEND ALONG YOUR VERY BEST FOOTWEAR AND BE ASSURED THAT HE WILL DO FIRST CLASS WORK AT VERY MODERATE PRICES. WE WILL HAVE DIFFERENT GRADES OF LEATHER SO AS TO CATER TO THE VERY BEST WORKINGMAN'S SHOE, THE POOR MAN OR THE WEALTHIEST AND BESIDE YOU CAN GET YOUR SHOES THE DAY YOU BRING THEM. TRY US AND YOU WILL BE SURPRISED TO SEE HOW NICE THEY LOOK.

AIMEZ-VOUS A AVOIR VOS CHAUSSURES RACCOMMODEES TRES PROPREMENT? EH BIEN, VOYEZ NOTRE EXPERT: IL Y A DES PRIX DE CUIR POUR TOUT LE MONDE, ET VOUS POUVEZ LES AVOIR LA MEME JOURNEE QUE VOUS LES APPORTEREZ.

H. J. de Villers Sales Co.

Just a part of one circular used to stir up trade from the working man by this Montreal firm. The use of cuts is effective, and the display, especially considering the need of repeating everything in French, is very good.

ing going with the pants would attract attention and make renewed sales in many cases."

That the usual type of black shirt is getting monotonous and leads to the roaming habit from store to store, of workmen out to buy a shirt, now that prices are going higher, is one of Mr. de Villers' views, and he holds that Canadian manufacturers cannot pay too much attention to devising better and more attractively useful lines of working shirts.

"The working man is not slow," says Mr. de Villers. "He appreciates the right thing, and he will pay the price for it without kicking, but the sight of the same old thing that is not just right for its purpose, or that could be improved, tires him and he tends to go elsewhere in search of something new and perhaps more satisfactory."

In building up a business which serves a very wide territory of the industrial districts of Montreal, the de Villers Sales Co. depended from the earliest, on circulars illustrated with cuts, and distributed by messenger service system to working men all over Montreal Island. List of customers are not kept, and no follow-up system is attempted with working men because they change their place of residence quite often, and to keep address lists would involve immense extra attention. "We are getting a continual run of new customers," said Mr. de Villers. "One workman recommends the store to another; the specialty lines of goods (many of them exclusive) which we feature, do a deal of silent advertising for us. We had a line of riveters' mitts, for instance, which we sold absolutely to every riveter within range. We aim to find out what the workman wants and then stock it. That's what I would like to see our manufacturers doing on the larger scale."

Making enquiries also in the heart of the city of Montreal regarding the demand for working men's wearing apparel MEN'S WEAR REVIEW heard from Mr. V. Plante of Craig street West, that he had done three times as much business as ever before in the year 1916 in the supplying of the needs of working men. This store features, besides the workaday requirements, considerable lines of dressier apparel to suit the working man.

"The more money the workman is making the more particular he seems to get," said Mr. Plante. "He is up to the market changes, and does not kick at the prices so much, but he goes closely into the question of quality, and looks out for details. The trouble is that so many lines are getting scarce that we have not variety enough to please our working men customers. They want to see something new and often have just to satisfy themselves with what they can get. They are buying better quality stuff undoubtedly. Where a working man used to buy a fifty cent shirt he now buys a shirt costing him $1.50. Our profits are about the same in the main, I think. There used to be a big profit on some of the cheaper lines when you could sell a lot of them but that's all changed now.

"How is the working man on styles?" asked MEN'S WEAR REVIEW.

"Live as a bird!" was the reply. "He's got to have the latest in ties and dressier things. You can't fool him with last year's styles. Even the man from the bush, where he has been buried alive for the last twelvemonth, can tell us what's newest in ties. I don't know how he does it, but he does. Maybe the magazine advertisements teach him."

These two stores first mentioned were frankly working men's clothing stores, out in the open for the workman's business, and getting it in satisfying style. The experience of other stores corresponded very closely with that described in the foregoing. But the tendency of the workman to wander afield from store to store in search of exactly what he wants to buy suggested to MEN'S WEAR REVIEW the advisability of trying out the experience of a frankly business men's wear and high-class haberdasher store right up town in the heart of the retail section of Montreal where the automobiles do congregate.

At J. J. Hannan's men's wear store on Peel street, near The Windsor Hotel, it was learned that the working man has been up town also and spending money well with the best of trade circles.

"We have been selling any amount of heavy shirts, warm underwear, socks, grey flannels, and other workmen's goods," was the word from Hannan's. "The workingman is a good customer, and growingly important to our trade. He is an easier customer to deal with and satisfy than the man of means. He is very considerate to the assistants, doing much to help them serve him well. But he must have what he wants, and if he sees what he wants he will pay for it without question. He is a very good judge of quality, and feels out fabrics before buying. He cannot be caught by glitter, or imaginary reductions in price, but is sharp to snap up a real bargain. As for his taste in ties and style generally he is conservative and shows exceedingly good taste. With so many of the younger set who used to spend their money freely in stores of our class, now at the front, we appreciate the working man's business and do our best to meet his requirements in the higher class lines of supplies suitable to his needs."

The moral of the tale is obvious to all men's wear dealers who have a working class clientele of customers within range.

AFTER RUSS. ORDERS

Knit Goods Men Have Special Agent in Russia Seeking War Order That May Result in Permanent Trade.—Italy Also on List.

THE Canadian knit goods mills that have been engaged since early last year on the order for 1,500,000 woolen shirts for the Italian Government will have the work completed by the end of January. With their machines busy now on filling Spring orders no one is anxious for more war orders for it will take all the material and labor that they can secure to look after the business of the regular trade.

Already, however, they are building for extensions in the period following the war, and MEN'S WEAR REVIEW was informed that the Canadian Knit Goods Manufacturers' Association has a special agent in Russia at the present time endeavoring to arrange for a war order that would not call for the work of filling it to commence until on in the coming Summer. This would enable the mills to get clear of the accumulation of Spring and Summer orders that they have on hand, although it would interfere with those that would be engaged at that time in turning out Fall stuff. The idea, however, is to get a foothold in that country of such vast possibilities, and follow it up with succeeding orders and gradually build up a permanent trade.

Another country that "looks good" to the knit goods men is Italy, and they will make an effort to obtain business here, too, after the war is over.

WANTED ADDITIONAL LINE OF MEN'S FURNISHINGS, etc., to sell to the general trade in Alberta and Saskatchewan, well established connection with trade, permanent representative and show rooms in Edmonton. Apply Ferguson & Powell, Shaw Bldg., Edmonton, Alta.

KNITTED GOODS

WOOL YARN AND DYESTUFFS SITUATION

Lots of Cotton Yarns From England But Few Cashmeres—Latter From the States — Only Six Months Ahead Thus Checking Sales of Made-up Goods — Greater Quantities of Dye Stuffs Bring Decline in High Prices.

Written for Men's Wear Review by leading Canadian Manufacturer

IN some quarters, including a leading daily paper, a scare has been thrown out in reference to a famine in wool and woolen yarns in Canada for 1917. The basis for this, of course, was the action of the British Government in taking control of the entire Australian and New Zealand wool clip, and the suggestion that its export could be secured only by license, and that in very limited quantities, and with difficulty even then.

We are not anticipating the rather gloomy conditions thus pictured. It is quite true that in the last couple of months there has been more difficulty in getting Australian wool through, and more delay than usual owing to the embargo, but we are confident this condition will improve.

The whole action of the British Government in taking control of the wool clip has seemed to me to be for the purpose of steadying exchange. The United States has the whip hand in cotton, and England was determined to obtain a whip hand in wool. No doubt this cause was supplemented by the desire to see their own industries—commercial as well as military—well supplied.

Wools Now Double Former Price

So far as prices go Australian wools, fine merinos have advanced 100 per cent. since the war started, and 25 per cent. since last season. New Zealand cross-breds, the same, and Canadian coarse wools equally. In cottons, 2-thread Egyption 40's have gone up from 13d. to 33d., with the result that the Balbriggan lines formerly made of this will be off the market for the Spring of 1918—the price we would have to charge for it even now would be $7.50, in place of $3.85 originally, a prohibitive figure.

Apart altogether from the scarcity of this wool or that yarn, a new condition confronts us. In normal times we could place open orders for practically any yarn we required for a year ahead (wool and cotton being cash purchases). But now, in January, we cannot, for instance, buy cashmere yarns farther ahead than July. The result is that we cannot sell our manufactured product, with safety, more than a few months ahead; not one year, as before. We must hedge for the future.

On our lines the figures fixed by us for the original placing orders would stand for the entire season; last Fall's original prices were changed several times. This may not be repeated for Fall 1917, simply because we have not taken any more orders than we know we can fill at present prices. If we take on any more business later, no doubt it will be at higher prices.

Cashmere Hard to Get; Cottons Plentiful

Coming to particulars, cashmere yarns at present are almost unobtainable, and percentage yarns in limited quantities. Cotton yarns from England have greatly improved; deliveries now are good, so that we don't have to go to the States, as last year. Cotton yarn deliveries are as good as cashmeres from England are bad, and we have to go to the States for the latter. The mills there won't book you up for the cashmeres, but what they do accept, you can be sure of deliveries.

So far as future prices go, I look to cotton yarns to hold firmly. Raw cotton, which is always more or less speculative, I look to keep up pretty well, even if the new crop is a heavy one. No more chance of 25-cent cotton, however, looks to be in sight.

On the other hand, when the war ends, and if Germany and other countries that have been starved of their cotton rush into the U. S. market, prices instead of dropping, as many think on a declaration of peace, must, I feel, go up as a result of the heavy demand.

Wool is near the top now, I feel; indeed, for commercial uses it can hardly go any higher.

Great Improvement in Dyes

The dye situation is getting distinctly better. We are getting more from England, and from the States as well. More, not only in quantity, but in variety, and conditions from now on are certain to improve steadily.

Not only so, but with the greater supply, prices are declining, and the future tendency is still lower. Not that they are still not many times what they were before the war, but nothing like the extreme high figures they reached at the height of the scarcity.

CENSUS OF CANADA'S NEEDS

A Canadian knit goods manufacturer told MEN'S WEAR REVIEW that a census was being taken among the knit goods mills for the purpose of ascertaining how much Australian wool they would require for 1917 on the basis of last year; and what proportion of this would be or had been used for domestic, and what for filling war orders. This information was to be obtained for the Minister of Trade and Commerce, who would forward it to England. It is felt that arrangements are thus under way to supply Canada with her requirements of Australian wool, on which an embargo was placed some weeks ago.

HATS and CAPS

HATS UP AGAIN--DYES GETTING BETTER

Styles Soon to be Shown Trade Will be at Higher Figures—Dealer Must Advance His Price It Would Seem—Some of the Good Shades

THERE is only one sure and certain thing about the hat and cap trade of the moment, and that is that prices have to go up. Everything else connected with the hat has gone up, and why should the price lag behind. Hat leather has advanced beyond the wildest imaginings of pre-war days. Fur is touching new high levels with every passing market. Every single one of the little fol de rols that enter into the manufacture of a hat have climbed steadily skyward, with never a backward look. One moment though! There is one ray of hope to brighten this dark tale of woe, dyes are a little easier, moreover the fact is being discovered that the German is not the one and only people who can make dyes. The American article is being perfected and is being proved to be a very satisfactory substitute. Let the hatter take what comfort he may from that fact. The goods he buys will probably prove as satisfactory as he desires in the matter of color, whether they are satisfactory in other respects rests with the dealer himself.

To the man who has pinned his faith to a dollar, dollar and half and even two dollar hat, and continues to keep it so pinned, the betting is pretty sure to stand against him. The era of high prices is not now a possibility, it is a fact, and the man who fails to realize this fact and who

New Fall Model in one piece top. A line being made in a variety of novelty mixtures. Shown by the Boston Cap Company, Montreal.

sticks to an established selling price rather than to an established quality is sowing a very respectable little harvest of dissatisfaction.

A $3.00 Advance

One well-known Canadian hat manufacturer has increased the former $15.00 line to $18.00, and the former $18.00 to $21.00 and even at this the firm frankly admits that the quality of the goods at the new price barely equals that of last season's fifteen and eighteen dollar lines.

The fact that hatting materials have increased is a mere truism now. It is an old story. People have grown so used to the cry of increased cost that there is a grave tendency to disregard it where possible. The hat and cap business, however, is one of those placed where it isn't. Of course it may be possible for stores to procure hats at a price that may enable them to pull along at the old figures, providing they are willing to pare their profits to a shadow. But at the best they can only do so at the cost of a most marked falling off in quality.

Up to the present jobbers have been taking up many of the increases in cost, but there comes a limit to that kind of thing, just as there is a limit to the ability to sell a dollar hat, and the limit has been reached. The increases have reached such a figure that the manufacturer has been compelled to raise his prices. It now rests with the retailer whether he will heed the signs of the times and increase his prices to warrant him in buying the grade of goods he was accustomed to, or whether he will buy such goods as will enable him to sell at the accustomed price. This after all is the item of the greatest importance at the moment. In the next few weeks the dealer will be laying in his stock, and it rests with him to decide now whether quality or price shall be the deciding factor. Get it out of your mind that the same good old quality and the same old price are keeping company at the moment.

Olive Greens Good

Barring the matter of price the choosing of the new seasons stock is not going to be a particularly difficult matter. There is going to be a fair range of colors for instance, of these the greens will probably be the most popular especially the lighter olive green shades. Browns will also be fairly extensively worn, and the pearl grey for Spring and the darker grey for Fall will have all their accustomed popularity. Blue is the one hat color that seems to have passed from the public favor.

As far as shape goes there is not going to be any very noticeable change. The Derby, while it will still be considerably worn, is not expected to return to favor to any extent. The soft hat will unquestionably be the ruling style. The pencil curl brim is becoming a thing of the past, the general tendency being towards flatter and wider brims, and a somewhat larger crown. The dip top crown is one of the styles that is showing considerable popularity on the other side and will likely have a considerable vogue here as well.

In the realm of straw hats there is also the sad story of increased prices. Prices have increased from 25 to 35 per cent. This means a very substantial increase to the

(Continued on page 57).

NECKWEAR

BRIGHT COLORS AND BAT-WINGS THE THING

Everyone Wants Vivid Ties It Would Seem—The Bow is Going Finely, But It Will Be In More Conservative Patterns Than Last Year—The Latest in Mufflers.

NOTHING startingly new is to be noted in the neckwear situation this month, unless it be the tendency toward startling color effects. Perhaps as a reaction from the quiet tones which were so popular at the Christmas season there has been a great turning toward color. Something bright is generally wanted. According to some manufacturers it doesn't seem possible to get anything too bright—although even these men say that the Canadian demand is for retiring, noiseless novelties compared to those being shown—and sold—across the line.

There is another tendency worthy of note at this season—that is the size of the demand for batwings, and the seeming certainty that these will have a bigger call in 1917, perhaps, than ever before.

Aside from these features—if such they may well be called—an advance word on 1917-1918 scarfs and mufflers will be of real interest.

One of the strangest features of the neckwear trade, at the commencement of the New Year, was a continuation of the demand for the heavy patterns which sold so well in the holiday patterns. This was entirely unprecedented. Manufacturers did not think this call could continue long. They have been more or less justified in that opinion already, yet nearing the end of January there is still a demand for this line.

Turning to the Sprightly

But, as has been indicated, the big call is for the bright, the almost loud patterns. Stripes, as so often at this time of year, are very good. But the brighter the stripes the better the demand. Flower effects, as well as stripes, are moving splendidly.

And as to the batwing.

It begins to seem that this tie is to be more than ever in demand. One dealer recently placed a $250.00 order for this class of neckwear. This is one directing straw, for the dealer mentioned is a shrewd buyer; but perhaps a better indication of the general tendency toward bats is the volume of smaller orders which are being received.

What causes the growing popularity of this tie?

Well, one thing at the present time is probably that it enables the dealer to sell a 50c tie which yet gives him a fair profit. In four-in-hands this is not so easy, though it can be done with careful buying, for there are ranges of $4.25 neckwear being shown that are good enough for a 50c tie, war or no war. But it must be agreed that the number of such ranges is not what it was before the Kaiser lifted the lid.

When the Bat is Suitable

But the batwing is also popularized, perhaps, by the popularity of the soft collar. It is very well adapted to go with this. Even when a vest is worn the soft collar, the batwing tie looks very well. Indeed, this tie—first designed for use by men who were going without vests, thus removing the flapping of tie ends, is now worn by many Winter and Summer. It suits some splendidly. Others stray from the path of wisdom when they don one of these bows. But still the batwing is going to be popular, and many of us will be called upon to show customers how these rather troublesome ties are knotted any way.

Pretty nearly anyone can make a fair attempt at a four-in-hand—though last Summer we saw a minister, for years a wearer of rear-end-first collars, make the effort. It was a sad looking tie, when the minister got through, but to do him justice, he spoke English only—though forceful English—throughout the effort.

Still, for most of us a four-in-hand is easy. But not so many where a batwing is concerned. Yet it really isn't hard to get a smart-looking bow. Show your customers how to go at this. They'll thank you.

An Advance Idea on Mufflers

It is early to talk about mufflers, for the 1917-1918 trade. Yet manufacturers have, of course, been considering this question, and MEN'S WEAR REVIEW is in a position to give a general idea of what may be expected.

To begin with, fringes will be very strong. They started to gain popularity this last year, but for the next holiday and Winter season it seems sure that nothing else, practically, will be shown.

Then, as in neckwear, there is evidently going to be a turning toward brighter colors. One Rep silk, which MEN'S WEAR REVIEW saw, and which has already been bought quite largely by a number of the large stores, was of bright orange and black. The stripes were about ¼ inch wide, running lengthwise of the muffler, which was 8 inches wide. At either end was the fringe. Tassels of black and orange alternating—the black tassel at the end of the orange stripe and vice-versa.

By the way, it seems that 8-inch mufflers will be in greatest demand. Some mufflers in 12-inch width will be shown, but these will for the most part be single ones, with fringes, of course.

The difficulty in getting goods continues to some extent. English silks are coming through satisfactorily. There is hinted on some sides that English manufacturers are well pleased when deliveries of silks from Switzer-

land are held up. There seems little in this, however. The English makes some lines of silk in splendid style—reps in frosted effects for 50c lines, for instance—but there are other ranges which they cannot touch, and which have to be secured from Italy or Switzerland.

The cause of delays, it would seem, is simply one of getting a certificate of origin. Moreover, some Canadian manufacturers have been continuing to have Swiss goods shipped through Germany. Under ordinary conditions this results in a two-weeks quicker delivery than secured by other routing, but under present conditions it results in great improbability of getting any delivery at all. To ship through France is much the safer way and is being more and more widely adopted. Goods shipped through Germany are, of course, giving business to the enemy, and moreover, are a means of enabling the enemy to keep in communication with the outside world. It would be an easy thing to rip a board off a box of silk, and to put some writing inside which might or might not do injury to the Allies. They cannot afford to take any risks in this regard.

BURNED OUT

As the result of a fire, caused, it is believed, by short-circuiting of wires, heavy damage was done the Avenue Block, Portage Ave., Winnipeg, and Stiles & Humphries, men's wear dealers, were practically burned out. Both stock and fixtures were almost entirely destroyed, but the loss, which is not yet estimated, is believed to be covered by insurance.

NOW USING NEW PLANT

WALTER BLUE & CO., clothing manufacturers, Sherbrooke, P.Q., have recently taken possession of the new addition of their factory. The building has been erected, adjoining their older one, and will provide 30,000 sq. ft. additional floor space. Sixty new machines have been installed and provision made for the employment of from 125 to 150 more hands.

In the new building, has been installed one of the latest cold water shrinking plants. In addition to every yard of material being thoroughly sponged and shrunk by a hydraulic press, this process is guaranteed to retain the original finish on the cloth.

NEW W., G. & R. COLLAR SERIES TO HELP DEALERS

BEGINNING with this issue, the Williams, Greene & Rome Company, Limited, start a new series of collar advertisements that should be appreciated by every haberdasher in Canada.

Dealers all over Canada have lost experienced clerks through enlistments. The new clerks, who are in many cases filling these gaps, are undoubtedly doing the best they can; but it is hardly to be expected that they will be as successful as the long-experienced clerks who have joined the army.

Most of these new clerks, however, are eager to learn the selling points of the different lines of goods. It was with this in mind that the Williams, Greene & Rome Company designed their new series of collar advertisements that will appear for several months in this publication. The new ads. will describe one or two features each month, and will do it in a way that will be easily understood.

W., G. & R. collars have several distinctive and exclusive features which every clerk who sells them should know. It is to help the dealer in educating his clerks and to help the clerks educate themselves on these fine points of W., G. & R. collar construction that this series is being run.

To get the most benefit from them, we believe W., G. & R. dealers should make it a point to personally advise their clerks to read these W., G. & R. ads. carefully every month. Even the experienced clerks will find, no doubt, some selling points in these ads. that they have forgotten, overlooked, or perhaps never have had explained to them before.

NOTES OF THE TRADE

Creighton Bros., tailors, Calgary, Alberta, are opening a branch at Lethbridge.

Ernest E. Ely, Toronto, has been succeeded in his men's furnishings by Ely Ltd.

Hay & McCarthy, Toronto, have dissolved partnership in their men's furnishings store.

Chas. E. Roop, president and manager of the Roop & Co., Ltd., Truro, Nova Scotia, is dead.

Wm. Barraclough, Victoria, B.C., has purchased interest in Cuming & Co., men's furnishing store.

J. A. McWatters, Penticton, B.C., has opened an up-to-date grocery and gents' furnishing store.

F. C. Smith, secretary of Scovil Bros., Ltd., clothing and gents' furnishings, St. John, New Brunswick, is dead.

Finnie and Murray, Ltd., Winnipeg, Man., wholesale men's furnishings, have been granted the Dominion charter.

A. T. Reid, of the firm of A. T. Reid and Company, Toronto, neckwear manufacturers, has been added to the directorate of the Dominion Bank.

R. H. & J. Dowler, Ltd., clothiers and men's furnishers, with stores at present in St. Thomas and London, have decided to branch out, and announce that a store will be opened in Windsor, on or about March 1 next. The new Windsor store will be in the premises at present occupied by the well-known tailoring establishment of Jordon and Griffith and before occupying the premises the Dowler firm will have it thoroughly renovated. A. J. McLean, who has managed the St. Thomas store, will be in charge of the new store. The firm, it is said, also intend to locate in several other Ontario cities in the near future.

HATS UP AGAIN—DYES GETTING BETTER

(Continued from page 55)

wearer, and the day of the $2.00 straw hat seems to have passed. The lines that used to sell at that figure will now sell at around $2.50, while in the better grades the increase is still more noticeable. In the matter of style, the major tendency is toward a slightly wider brim. Be not afraid, dear reader, we said "slightly." There will be no return to the mushroom styles of a few years ago.

Panama's Not Up

Panama hats, take careful note, have not advanced. The man who can separate himself from the price of a Panama hat may rejoice in the fact that it will not cost him any more than if he had bought it before the war, and it will be three years nearer the prevailing style.

The range in cap colors and designs is comparatively limited. English tweeds mills are contenting themselves with turning out the established patterns, and this at a very decided increase in price. Greys and olive shades will be the most pronounced element in the display of any cap salesman, and there is little variation as to style. The one-piece crown is still a very popular variety.

In all the discussion of hats and caps, whether made of straw, or fur or wool, the head and the heel of the whole matter is that the price will be higher, and the dealer who makes up his mind to philosophically pay the higher price and get his accustomed article is pursuing the part of wisdom.

MARKET REPORTS

GLOVE LINES ADVANCE 20 PER CENT. FOR FALL

Manufacturers Will Not Guarantee Leather or Workmanship—Trade has Opened Well Even at Advanced Prices—Some Lines Still Off Market.

GLOVES.—Heavy advances on all glove lines have been put into effect by some of the leading manufacturers on goods they are showing for Fall Delivery. Advances in most instances are in the neighborhood of 20 per cent. Split cow-hide working gloves which last month were quoted at $11 are now priced at $13.50. In all probability this line will go still higher before the season advances very far. Buckskins are the one line that held steady in price during the month and are still quoted at $27 per dozen. It is extremely hard to get this material. Buckskin moccasins on the other hand have made big advances on the new Fall lines. The line that was formerly quoted at $19.50 per dozen is now priced at $22.50 while another line of higher quality that was formerly sold at $33 is now quoted at $36 per dozen. In the horsehide teamsters mitts there has been a big jump during the month. This was one of the lines that was quoted steady in price last month at $21 per dozen. According to the price lists given to travelers by one leading concern during January this line is now quoted at $27, or an advance of $6 per dozen. This is an increase of about 28 per cent.

Grey suedes, tan capes, ivory capes, lined tan capes and automobile gauntlets are all quoted at much higher prices. Grey suedes have been quoted up with much higher prices. Recently these lines were withdrawn, or practically so, as available stocks were cleaned out and manufacturers would only accept orders contingent upon their being able to get the leather. Lines that formerly were quoted at $18 per dozen are now being placed before the trade at $21. Those quoted at $19.50 are now priced at $24 and $27, the difference in the two prices being occasioned by a difference in the lining. Ivory capes that were quoted at $24 per dozen last month are marked up to $27 per dozen for Fall delivery. Tan capes have also advanced in the same proportion, lines that were formerly quoted at $24 per dozen being now priced at $27. Lined tan capes have had a tremendous advance over a year ago. One line that was sold at $6.50 per dozen twelve months ago are now selling at $24 per doezn. Automobile gauntlets that last month were quoted at $36 per dozen are higher by $8 per dozen at the present time, now being quoted at $44.

There is no relief in sight yet for the shortage of leather supplies. Green calfskins that during the first week in December sold on the Chicago market at 38c per pound were during the third week in January quoted at 45c per pound. Cowhides on the Chicago market were easier in price during the month owing to the higher percentage of second-class skins reaching the market. These skins come from stable-fed cattle and are consequently long-haired and thin-skinned. In additon they are damaged to a certain extent by grubs. There is great competition for available skins. One concern that had contracted for some supplies of glove leather had an offer to sell their contract back to the same dealers at an advance of 5c per foot over the price they were to pay for it. They would not even have to receive the goods but would be shipped direct from the dealers to the would-be purchaser.

Trade for the new year has opened up exceptionally well. It is reported ahead of this same time last year. During the last four months of 1916 one firm reports their sales were 3,000 dozen pairs in excess of the same period in 1915. And these lines were at advanced prices over the previous year. Manufacturers are looking forward to a heavy moccasin trade this year. One firm expects their business in this line alone will be fully three times that of last year and the sales last year reached no mean figure, being in the neighborhood of 11,000 dozen.

One of the interesting features in connection with the glove trade on the lines for next Fall is that the manufacturers will not guarantee the leather or the workmanship. The guarantee that one firm has been giving against scorching has also been removed. They assert they simply cannot guarantee their gloves when getting raw materials in the present uncertain market. They assert they are making as good gloves as it is possible to make, but they want their guarantee to stand for something and at present it cannot do this.

OVERALLS QUOTED HIGHER BY 50 CENTS PER DOZEN

Manufacturers Who Have Been Out of the Market for Some Time are Again Quoting on Goods but Only for August, September and October Delivery.

OVERALLS.—Further advances have been recorded in the price of overalls during the month past. One manufacturer who previous to the first of the year had quoted at $18, raised the price to $18.50 at the first of the year and intimated that the price would go to $19 on February 1. These goods are sold for delivery up to April 1. These prices apply to all colors, such as blue stripes, solid blues and blacks. Manufacturers state the dyes in overall materials has improved greatly within recent weeks. Canadian manufacturers of this material are able to get much faster colors than they were six months ago. These dyes are brought from England for use in the Canadian mills.

Another manufacturer who has been sold up in his output until April 1 is again in the market and is quoting at $18 for August, September and October delivery. This also represents a 50c advance. This particular manufacturer is not making any of the solid blues but is confining his operations to blue stripes and blacks. This maker has a second-grade line that he is quoting at $15 on the same delivery months. The prices at which these two particular lines opened at this time last year were $12 and $15 per

KANT KRACK

Trade Mark Registered

—the trade mark that indicates the livest and most liberal selling proposition within your reach.

FIGURE for a moment what the KANT KRACK proposition really means to you. It means that you buy entirely upon approval. If goods do not open up as expected you may return them at our expense.

When you buy KANT KRACK collars you pay the same price for them that the largest dealer in Canada is paying. We have one price only, whether your order is large or small. Furthermore, you can carry a full range of KANT KRACK collars with the least possible stock investment, for there is "ONE GRADE ONLY, AND THAT THE BEST."

The KANT KRACK proposition eliminates the element of chance absolutely. It gives you an iron-bound guarantee of perfect satisfaction or money back.

Think of the K K K when ordering composition collars. A trial order will show you what the KANT KRACK *trade-mark means to you and your customers.*

The Parsons *and* Parsons Canadian Co.

Makers of the famous KANT KRACK *composition collar*

HAMILTON, CANADA

dozen. There has been therefore a clear increase of $3 per dozen during the year.

A third manufacturer who confines his attention largely to a grey line of overalls is still quoting at $16.50 per dozen. This same concern, however, has advanced their line of blue railroad shirts from $13.50 to $18 per dozen representing an increase of $4.50 per dozen. Manufacturers are of the opinion that overalls have about reached their top limit. Fluctuations in the cotton market during the past month have helped give a steadiness to the market. Mills are reasonably well supplied with raw materials.

A feature in this market is the sale of what might be called a woman's overall—for munition workers and others. It is being sold around $21.00 a dozen.

CANADIAN MAKES OF HATS ADVANCE $1.50 PER DOZEN

Great Scarcity of Hatters' Fur Reported by Manufacturers —Cheaper Lines at $16 Have Been Withdrawn—Fall Lines of Hats Not Yet Shown.

HATS AND CAPS.—Canadian makes of felt hats have advanced $1.50 per dozen during the month. Lines that formerly sold for $17.50 are now quoted at $19 and $21. One of the cheaper lines that formerly sold for $16 has been withdrawn altogether. By the new prices hats that formerly retailed at $2.50 will need to sell at $3 each. All the Spring orders are booked at the present time. The advance therefore will not affect the Spring and Summer goods in the price but will make a difference with sorting orders. The Fall lines will be the next to be placed before the retailers and it is expected travelers will start on their rounds in the not distant future. The advanced prices on Canadian makes for Fall goods will, of course, affect deliveries at that time. English makes of felt hats have not advanced. But there is a firmness in all felt materials owing to the scarcity of hatters' fur. This fur comes largely from rabbits that are native to Australia. An embargo has been placed on the shipment of the rabbits' skins from that country, and this has caused a dearth of the materials in the markets of Great Britain and the United States. Leather bands, and braid are also very scarce and high in price. Some of the wholesale hat men anticipate the cheapest line for the Fall trade will be $21. One of the departures for the Spring trade promises to be the puggaree bands which give evidence of a fairly strong market during the coming Spring and Summer months.

Fall Cap Trade Opened Well

Cap manufacturers report the trade this Spring has opened well during the first few weeks their travelers have been on the road. Territory that has already been covered gives evidence that the sales will be fully as good as last year. There has been a slight advance in some lines of caps that are being shown to the trade for the Fall trade. One line, for instance, that sold at $13.50 for last Fall's delivery is being quoted at $14 this year. This, however, does not represent the true condition of the raw material market. One manufacturer stated if these caps had to be priced on the basis of the present price of materials they would have to sell at $18 per dozen. Raw materials were purchased almost a year ago and the manufacturers have not taken the full advance on the marketable value of the goods. Some go so far as to state that they would be money ahead at the present time if they were to sell their stocks of raw materials rather than manufacture them. They are looking forward, however, to retaining their trade connection and for this season they will continue to make up the goods. Patterns for Fall are somewhat limited in range but this is a condition necessitated by the inability of the manufacturers to get much of a selection from the cloth factories. The market for caps continues firm, not alone through the high cost of cloth but for all materials that enter into the caps and the labor as well.

CASHMERE RAW MATERIALS FOR HOSIERY HARD TO GET

Manufacturers Are Uncertain as to Where Their Supplies for Fall Trade Will Come From—Mills Well Sold Up Until June.

HOSIERY.—The situation in hosiery until June at any rate is extremely strong. Mills are all sold up and are now running on orders that have been booked. Stocks of raw materials are sufficient to take care of their needs until that time, but after that time the mills are in an uncertain state. There are no English botany yarns to be had at all from which the fine cashmere lines of both men's and women's hose are made. Orders have in the past been placed with American mills but these mills are now loaded up with orders and can take none for some time in the future. Furthermore another element has entered into the securing of yarns from American sources. The United States yarn manufacturers formerly secured their supplies of raw materials from Australia but an embargo has been placed on the shipment of wool to United States by the Australian Government, all available supplies in that country being commandeered for the needs of the British Government. As to what the future will bring forth in the way of yarns for cashmere hose is a problem that remains to be worked out. Some of the Canadian manufacturers expect the United States mills will supply the needs of the Canadian trade by using an American domestic wool. Fall lines have not yet been placed on the market and samples will not be sent out until manufacturers have been assured that they can get the raw materials. It is expected, however, that something will develop in the near future and manufacturers are anticipating that they will be able to send sample lines to the trade. Any materials that are available are extremely high in price as compared with last year. For instance yarn used in the making of cashmere hose which a year ago sold at $1.50 a pound is now quoted at $2.25 to $2.30 per pound. It is anticipated in the face of the extra cost of manufacture through the higher labor cost and the war tax that women's cashmere hose will have to be quoted fully 25c per pair higher to the consumer. Some similar advance will probably hold true regarding men's hose. It is expected that lines of women's hosiery that formerly retailed for 75c per pair will have to sell for $1 and men's half hose that formerly sold for 50c per pair will have to retail at 75c. English hosiery houses are not making sales in this market at all at present, as they are booked up for the present year.

SUSPENDER WEB QUOTED AT ADVANCES OF 1¼c TO 3¼c YD.

Impossible to Get Web for Boys' Suspenders—Buckles Have Advanced 10 Per Cent.—Advances for Fall Lines Approximate 50c Per Dozen.

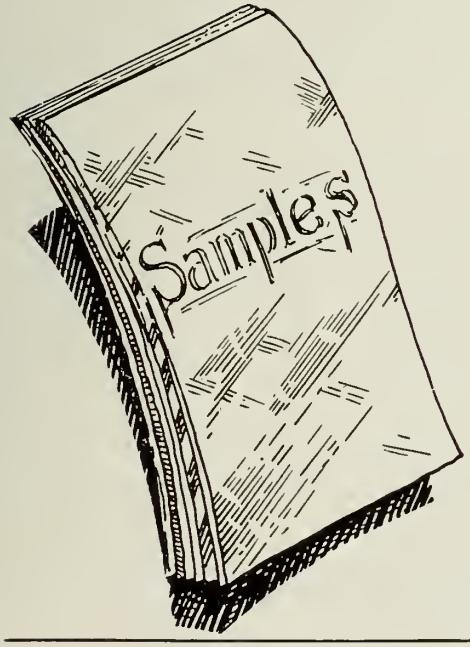
SUSPENDERS.—There is a continued firmness in the market for suspenders which has meant an advance of 50c per dozen on some lines that are being shown for Fall. Suspender web has registered advances all the way from 1¼c per yard to 3¼c per yard. One quality that was quoted for 4¾c in December last has been increased to 6c per yard. Another line that sold for 5½c per yard has

Pointing the way to Made-to-Measure success

Our materials and equipment will bring you satisfactory returns.

Particular indeed will be the man whose taste cannot be satisfied in the big assortment of distinctive patterns that will shortly be ready for your inspection in connection with our special Made-to-Measure offer which is blazing the trail to prosperity for progressive Men's Wear Dealers in every community.

Considering present conditions, the variety and the quality of these patterns will be a veritable eye-opener to the trade, and we are therefore anxious to have you examine our offerings. We know that if you give us a chance to do so we can demonstrate our ability to serve you with as fine a selection of woollens as were ever stocked.



The materials, the trimmings, the organization to fully equip you with a money-making made-to-measure business are here ready to hand. Can you afford to let such a chance as this slip by in these times of uncertainty and disappointment?

Put it up to us. Wire us now at our expense and we'll reserve a complete equipment for you.

Coppley, Noyes & Randall
LIMITED
HAMILTON, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

been increased to 7c per yard. One of the best grades of web has been increased from 7¾c per yard to 11c yard. Manufacturers of boys' suspender web are practically off the market at the present time as they do not care to take orders even at advanced prices for this class of goods. One of the well known brands of suspenders which until recently was quoted at $2.50 per dozen are now being quoted at $2.85. Manufacturers assert if they based their price on the present value of the web and other materials that enter into the manufacture they would have to sell this particular line of police suspender at $3.25 per dozen. This represents an advance of 35c per dozen for Fall goods over prices that prevailed for delivery in Spring. Almost all lines will be at least 50c per dozen higher than for Spring sales. Web manufacturers are not looking for business far into the future as they will take orders only for immediate delivery. They state that with the uncertainty in the price of the raw rubber and labor they do not care to undertake contracts for the future. Recently there has been an advance in the price of buckles of 10 per cent. One line that the manufacturer was able to buy for $1 per gross are now quoted at $1.10. This also means that an additional cost is necessitated through the increased duty that the higher price occasions. The market for suspenders of all kinds is in increasing firmness.

SWISS NECKWEAR SILK GOES UP 15 PER CENT.

Advance Information Indicates Neckwear Will Be 50 Per Cent. Higher for Fall—Spring Trade Reported Good

NECKWEAR.—From advance information received by neckwear manufacturers in this country it is stated that this line will in all probability be 50 per cent. higher than for last Fall and present Spring goods. Prices that will have to be paid by manufacturers will make lines that retail for less than 75c each more rare than in the past. Prices are expected to range as high as $1.50. On the 75c line the quality will be approximately that formerly sold for 50c each. Some Spring neckwear that sold for $4.25 per dozen will sell for the Fall trade at $5.50, and the $4.50 line for Spring will sell at $6 per dozen in the Fall. In the $6 line for Spring the price will in many instances be increased to $7.50 and $8.50 for Fall, while the lines that for the present Spring trade sold at $9 and $10.50 will probably sell at $12.50 per dozen in the Fall. In the case of the $5.50 line for Fall,the retail price should be 65c and 75c, while for the $6 line the selling price should be 75c. On the $7.50 to $8.50 lines the price to the consumer will probably be $1, and on the $12.50 line the retail price will be $1.50. Travellers for the Fall trade will be on the road in August and September. There will still be some 50c ties, but the proportion will be greatly reduced in the Fall. Where the same grade of silk is used as that in the 50c line this Spring the size of the tie will probably be reduced.

There is increasing difficulty in getting supplies of Swiss silk forward owing to the shipping situation. There is also increasing difficulty in the manufacture in Switzerland owing to the embargo placed on raw silk by the Italian and French Governments. Italian raw silk is used extensively in the warp of the neckwear silk. Since the embargo has been in operation the manufacturers have been able to get their supplies of Italian raw silk only after tedious delays and many representations to the commission that has charge of embargo regulations.

Manufacturers of neckwear are experiencing much difficulty in getting their silk supplies forward. Delays have been occasioned through the examination of the manifests of shipping by the British Government. Goods that left in July in some instances had not arrived in time for the Christmas trade, and accordingly will not reach the trade until the Spring. Marine insurance has advanced from 2½ per cent. to 15 per cent., which makes a difference in the cost of the silk of 7½ per cent. Goods that left Switzerland in September and October in certain cases have not been heard of yet. On the other hand, goods that left Switzerland in some cases in December have already been received. This has occasioned delays in many instances in the manufactured goods. Merchants are placing their orders earlier, and the volume of business is good. An inferior quality of goods for the same money is the outlook for the Fall trade.

FALL SHOES TO BE HIGHER: ADVANCES NOW PENDING

One Firm Contemplating Advance of 15 Per Cent. on All Lines at Present—Another Firm Will Revise Prices Upward for Fall Deliveries.

SHOES.—There is an increasing firmness in the market for shoes as a result of the difficulty to secure adequate supplies of leather. Sole leather during January advanced 3c per pound. Upper leather held steady in price as the result of slightly easier prices in hides. But this easier condition in hides has been due to the poorer quality of the hides rather than to a larger supply. Winter hides are never considered as desirable as hides obtained at other times in the year. When the cattle are fed in stalls their hair becomes longer and the hide thinner. Furthermore the hides are infested with grubs that destroy certain parts. Calfskin held in firm market during the month and is quoted 7c per pound higher than it was during the first week in December, now being sold in the primary markets at 45c per pound as against 38c per pound during the first part of December.

One large Canadian manufacturer of shoes is contemplating an advance of 15 per cent. all along the line in their various brands. The increase has actually been authorized by the head office of the concern but the Toronto branch has deferred making the advance general at the time of writing. This may be put into effect at any time. This advance follows one put into effect by the same concern during November. Another large American shoe concern with a branch factory at Toronto has practically decided upon an increase to take effect in March when their samples for the Fall trade are shown. Demand for shoes has been good, and what is surprising to the manufacturers is the fact that dealers are coming back for repeat orders, which seems to indicate that the dealer is not speculating in shoes and carrying heavy stocks on that account. From indications it would seem that consumers are the ones who are laying by an extra one or two pairs of shoes and the demand to the manufacturers in all probability is coming through this source. Rubbers at the first of the year advanced 12 to 15 per cent. The increased price was stated to be necessary by reason of the higher cost of rubber and the fabrics used in rubbers, together with greater labor cost.

NEW BLOUSES FOR BOYS

WITH a new style of boys' blouse capable of adjustment to eight different sizes by half inches, and without any tapes, The Crescent Manufacturing Company, Ltd., Montreal, are having splendid success. The garment is the invention of Mr. A. J. McBride of the firm mentioned, and is patented by him and manufactured and sold solely by the Crescent Mfg. Co.

Club Stripes

in two and three color effects—very good for Spring.

May we send you an assortment to brighten up your cravat stock?

Made with that much appreciated, easy sliding (all smooth satin) neckband—our exclusive make.

Price $4.25 or $6.00 the dozen.

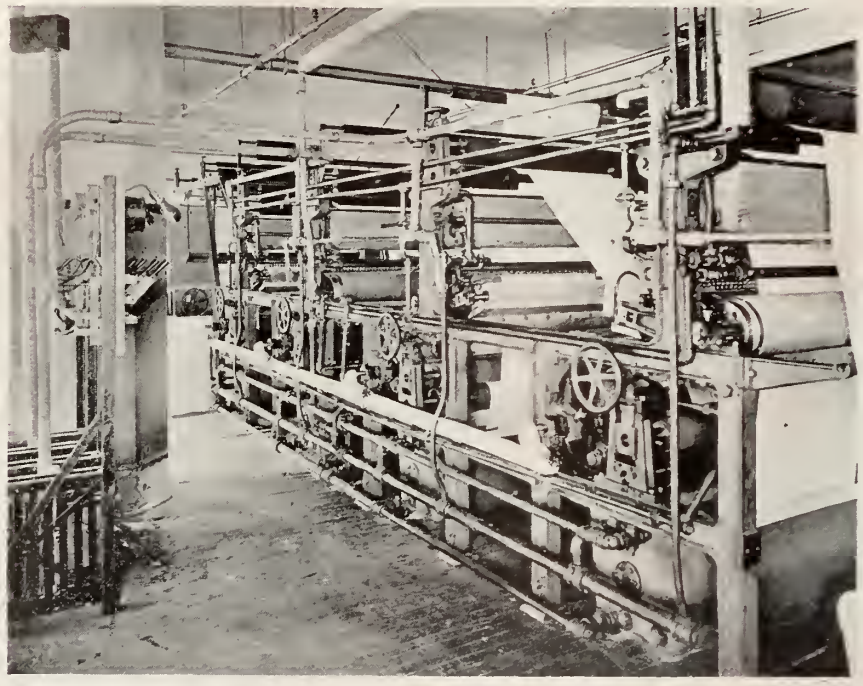
A. T. Reid Co., Ltd.

Toronto

Reid's Real Bengalene Cravats in 40 plain shades

If any advertisement interests you, tear it out now and place with letters to be answered.

Evolution of the Art of Waterproofing Textile Fabrics



THE art of waterproofing textile fabrics has hitherto been represented by two methods, the one mechanical and the other chemical. The first embraces all methods involving direct impregnation through the use of rubber, mineral waxes and various insoluble compounds which render such fabrics both air and waterproof and the second includes processes whereby a surface coating of some water-resisting substance is deposited on the fibres or yarns of these fabrics through the media of chemical reactions which render them temporarily water-repellent and partially free to the circulation of air. The first, owing to the exclusion of air, has but a limited application in the art, being confined to textile fabrics designated for specific uses and for the purposes of this discussion may be dismissed without further reference. The second covers a range in the field of textile products which would be practically unrestricted were it not for the inherent weaknesses of the processes themselves whereby only temporary results can be achieved. Best known among these, and the one most largely employed, is the so-called soap-alum process in the application of which the fabric is first impregnated with a soap solution and then passed through a solution of alum, aluminium acetate or aluminium sulphate. The reaction between the contents of the soap and the aluminium salts produces a substance known as aluminium soap, insoluble in water but rapidly soluble in gasoline or in any of the distillations used in the cleansing process known as dry-cleaning. Under this treatment aluminium soap is deposited as a coating or veneer chiefly on the surface yarns of the cloth and so long as it remains thus in place the fabric will possess the quality of water resistance. This period, however, is relatively short owing to disintegration following the drying and crumbling of the aluminium soap, and textile fabrics thus treated cannot be dry-cleaned without totally removing this substance, and permanently destroying all water-repellent effects.

The foregoing both briefly and broadly represents the state of the art of waterproofing textile fabrics at the period, a few years ago, when the problem became a subject of investigation in the laboratory of Mr. Alfred O. Tate, a Canadian inventor who had specialized in work associated with the development of the electrolytic cell. To render more clear what is to follow it may here be stated that water enters a textile fabric chiefly through the action of absorption due to the dynamic force known as capillary attraction. When this action is suspended or destroyed, the fabric becomes nonabsorbent and is, therefore, practically waterproof for the reason that the pressures required to force water into its pores are much greater than those produced by natural phenomena.

The question presented for solution at the initiation of Mr. Tate's experiments was the discovery of a process which would permanently, not temporarily, suspend capillary action in textile fabrics of silk, wool, cotton and their various admixtures without decreasing the porosity upon which ventilation depends. Also, it was necessary to discover a method which would not involve the coating or veneering of the yarns or fibres. A cotton fibre may be described as a cellular tube possessing microscopic pores which absorb moisture through the action of capillary attraction. It was obvious that if these minute pores could be filled throughout their entire depth with a water-repellent substance the object sought would be attained. A woolen fibre is a more complicated structure but it also is provided with capillary spaces which act in a manner relatively the same as those of the cotton fibre. These microscopic pores are so small that it is impossible to fill them by any mechanical or chemical process for the reason that nothing will enter them other than water and fluids of a similar nature.

After a long period of experiment the inventor found a method of filling these capillary spaces through the action of the electric current which produces the phenomenon known as electric osmosis which is a pressure manifested within a liquid body when a current of electricity is passed therethrough. In treating textile fabrics by the Tate Process the cloth carrying the water-repellent reagents is passed between a series of electrolytic rolls through which a current of electricity is flowing with the result that the water-repellent substances are forced into the microscopic pores of the fibres and capillary action or absorption is thus permanently suspended. The substances used are aluminium products which are impervious to the action of solvents such as gasoline, benzine, ether, and so forth, so that all textile fabrics thus treated may be subjected to the process of dry cleansing without in any way affecting their water-repellent qualities. When textile fabrics are thus treated they become waterproof under practically all conditions of normal usage for the reasons already explained. Even if water under unusual conditions should be forced through a given section of a fabric thus treated, the action would be confined to that specific area. There would be no indefinite extension of the wetted section through the powerful action of the absorption. This is as far as the art, particularly in its relation to clothing, can be extended, because the adaptability of any fabric to this use depends upon ventilation, and this in turn is dependent upon the maintenance of porosity.

The durability or life of the proofing effected by the Tate Process is co-extensive with the life of any textile fabric to which it is applied. The Tate Process also performs coincidentally and thoroughly the operation of shrinking and a series of tests seem to indicate that it prevents the fading of color under the action of light. A further interesting feature is that all treated fabrics are rendered mildewproof. This is especially significant with relation to textiles used for tents, awnings, sailcloth, tarpaulins, etc.

It will thus be seen that in addition to the waterproofing feature, the Tate Process achieves other results of equal importance in their relation to many branches of the textile industry. These combined results, hitherto unrealized, justify the belief that the Tate Process instead of being regarded as a special process adaptable only to specific uses will be acknowledged and adopted within measurable time as an essential and staple branch of the textile industrial art.

The New Way System

The New Way Clothing Wardrobe

One item of the New Way System, that you cannot afford to be without

Figured on the question of overhead expense the New Way Revolving Wardrobe will reduce your overhead from 6 to 20%.

Figured on the question of actual economy the New Way Revolving Wardrobe will reduce your pressing bills 75%.

Figured on the basis of increased sales the New Way Revolving Wardrobe will increase your sales from 20 to 50%.

These figures have been proven from actual results all over Canada and United States.

The New Way System consists of Revolving Wardrobes in Single and Double Deck Style for clothing, Hats, Furs and Ladies' Wear, also Sectional Units for all departments of Men's Wear, Ladies' Wear and Dry Goods Stores.

Let us explain the system to you.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

Salvage Sale of Men's Straws

Announcement

Headwear Registered have purchased the salvage stock of the Crown Hat Company, Galt, and same will be on sale at the company's warerooms, 28-30 Wellington St. West, Toronto, during the month of February.

Hundreds of Dozens of Sennits and Splits

Classifying the stock we find hundreds of dozens that are absolutely perfect. These in styles recently made up for 1917 delivery.

The reduced prices at which Headwear Registered will be able to dispose of these goods affords a rare opportunity to buyers of Straw Hats.

If unable to call, write us for samples and particulars.

Headwear Regd.

MANUFACTURERS
MANUFACTURERS' AGENTS
28-30 Wellington Street West, Toronto
Phone Main 1624
"FACTORY TO RETAILER"
(MIDDLEMAN'S PROFITS ELIMINATED)
J. T. MACLEOD WM. LORIMER

Hanger 280

(*Made in Canada*)

Solid Maple Hanger in buff wax finish.

Holds Garment perfectly.

Bar for Trousers.

Ready for delivery at $7.50 per hundred.

The Taylor Manufacturing Company

43 Hughson Street, ∴ HAMILTON, Can.

The Live Furnisher is Catering to the "Boys in Khaki"

Our line of Military Specialties is the most complete in Canada Battalion Pennants, Cushions, Photo Banners, Calendars, Sweater Crests, etc.

Steel Mirrors	Ties
Button Sticks	Handkerchiefs
Whistle Cords	Puttees
Lanyards	Haversacks
Whistles	Knife Straps
Swagger Sticks	Coat Straps
Canes	Bachelor Buttons
Whips	Overcoat and Tunic Buttons
Brass and Shoe Polishes	Eveready Flashlights
Pencils	Cap Covers
Playing Cards	Cap Linings
Money Belts	
Purses	

and dozens of other Soldiers' lines.

Send for a Catalogue.

Pugh Specialty Company

Limited

38-42 Clifford St., Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

TRADE MARK REG. U.S. PAT. OFFICE

IRONCLAD KHAKI

GUARANTEED FAST SULPHUR DYED
WEARS LIKE LEATHER
COVERED BY THREE GUARANTEES

DEALERS, give your customers—the man at the plow, the man at the bench, the man at the wheel, the man in camp—the same kind of cloth in their garments as Uncle Sam gives his boys.

IRONCLAD KHAKI, Fast Sulphur Dyed is the Standup, live-long fabric—genuine national defense cloth. IRONCLAD protects you and your customers fully. Three guarantees guard it on the way from the mill (see page 3) to the manufacturer, to you, the dealer, and to your customers. The Ironclad organization travels with its product every step of the way to see that it makes good.

"It's the Cloth in the Garment That Gives the Wear"

And IRONCLAD is the Maximum Wear Cloth—For your protection and profit insist upon garments of IRONCLAD KHAKI, fast sulphur dyed.

Franklin Manufacturing Co.

NEW YORK CITY
260 Church Street

BALTIMORE, MD.
123 Market Place

Look for the Ticket and Guarantee Bond on every garment

GUARANTEE

This garment is made of the
CELEBRATED
TRADE MARK REGISTERED U. S. PATENT OFFICE
IRONCLAD KHAKI CLOTH

and the manufacturers hereby guarantee that the Cloth is dyed with Pure Sulphur Fast Colors, and will not fade during any correct laundry process, and will wear longer under hard usage than any ordinary Khaki. This Garment is, therefore, guaranteed accordingly.

FRANKLIN MFG. COMPANY

If any advertisement interests you, tear it out now and place with letters to be answered.

Why?

Front View Auto Suit or Union Suit

Why pay travellers and jobbers' expenses when buying your overall supplies? Why not secure the big saving to be had by buying direct from the manufacturer?

Eliminate the jobber and traveller completely by linking up with our factory-to-dealer selling plan. *We sell direct to you*, and we can afford to give you a better proposition on account of the saving this plan creates.

Brotherhood Overalls

will give your customers satisfaction and you a more generous profit than is obtainable on any other line. The Brotherhood line includes *Overalls, Smocks, Service Coats, Carpenters' and Machinists' Aprons, and our famous Brotherhood Auto Suit.* Five different materials, all guaranteed indigo fast colors.

Mogul Apron

Let us prove our money-saving proposition to your satisfaction. Send for a trial order of five dozen, freight paid, or if you prefer, we will send you samples.

H. S. Peters, Limited

WELLAND, ONTARIO

Have you seen the 1917 Lion Brand Bloomers?

The best values we have yet offered you. Lion Brand fit, style and wearing quality are a sure guarantee of customer satisfaction.

See this line before placing your order. It will pay you.

The Jackson Mfg. Co.

LIMITED

Clinton - Ontario

(Factories)

Goderich, Exeter, Seaforth

LONCO BRAND CAPS

Smart Styles

We're showing the finest range of caps that can well be imagined—styles are smart and very new, values are well above the standard.

A card to-day will ensure you getting the opportunity to inspect the "Lonco" line at an early date.

Use to-day's mail.

London Hat & Cap Mnfg. Co.

324 Notre Dame Street, West

MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

CHALLENGE BRAND

The Conductor with the dirty collar

Maybe he punched your transfer as you rode down town this morning and you couldn't help thinking, as he jerked the bell cord again, what a big difference a nice, clean collar would make in his appearance.

Doubtless, he realizes it, too, but—well, a clean collar every day costs money, more money than he can afford maybe, and so he tries to make one or two do over the entire week.

Here's just the kind of man would appreciate an **ARLINGTON WATERPROOF COLLAR**—the Challenge Brand line that looks just like a linen collar, the collar that no matter how soiled can be made to look fresh and clean as ever in a few seconds by the use of soap and water, so that our conductor can really have a clean, nicely laundered collar every morning without the expense he dreads.

Think what it means to you to feature the **ARLINGTON** line. The value of neat appearance is being appreciated more and more in every walk of life, and the Arlington has eliminated whatever lingering excuse there has been for the dirty collar.

There's a grade and style in ARLINGTON COLLARS to suit every need. Each grade is a third heavier than the same priced collar in any other line.

Stock Challenge Brand Arlington Collars.

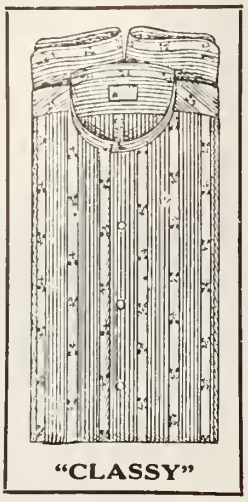
The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS.

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

The Value that Satisfies



Negligee *and* Work Shirts

Quality and appearance are boosting our lines everywhere. Our customers realize quickly on their stocks.

Quantity sales is our long suit.

Bring you quick, easy profitable sales.

Buy your popular-priced men's and boys' shirts in case lots and save money.

The Hercules Garment Company

59 ST. PETER STREET : : : MONTREAL

FACTORIES: MONTREAL AND LOUISEVILLE, QUE.

THE Wear 1 best BRAND

WE ARE WORKING FULL SPEED
NO STRIKE IN OUR FACTORIES

Good Clothing at Prices that Sell Quickly

Quick turnovers at smaller profit is our business policy. This policy does not depreciate the quality of our work, rather, we make clothes that will sell because of the quality at such attractive values.

OUR SPRING RANGE OF YOUNG MEN'S CLOTHES

has all the latest models in New Pinch Backs, Belters and in Nobby Fabrics: our Staple Lines are also in the Smartest Styles.

Young Men's Clothes Our Specialty

See our Salesmen or write us direct for particulars.

The Wear Best Clothing Manufacturing Co.

149 Notre Dame Street West, Montreal, Canada

The Taylor Cabinet End Rack

Made from oak or birch, and beautifully finished in mahogany stain.

Holds two rows of garments.

Table top for display purposes, and to give protection to the garments, 6' long, 4' 6" or 5' 6" high.

A cabinet suitable for either suits or overcoats.

It is mounted on ball-bearing castors, enabling rack to be moved without trouble.

Can be used either in floor centre or against the wall. **Price, $15.00.**

The Taylor Manufacturing Company
43 Hughson Street Hamilton, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

MACLEAN'S MAGAZINE *for* February

Just suppose you were made Editor of MACLEAN'S MAGAZINE for one issue!

WHAT would you provide for your readers? You would probably want some good short stories, and you would like to offer chapters of a good serial. You would want something in lighter vein. Perhaps some verse. Certainly some serious articles of an informative and critical nature. Probably you would want everything—contributions and illustrations—to be by Canadians. Good! But who are they? And could you get their work?

Look at what the regular editor, T. B. Costain. has provided for the February issue of MACLEAN'S:

A serial story by **Sir Gilbert Parker**—"Jordan is a Hard Road."

A short story by **H. G. Wells**—"Into the Abyss."

A complete novelette by **A. C. Allenson**—"Danton of the Fleet."

A gripping sketch of "The Greatest Hotelman in the World"—a Canadian, by name John McE. Bowman, of the Hotel Biltmore, New York; and the man behind the Manhattan Hotel, New York, and the hotel now building in the same city, The Commodore, and the new Canadian hotel, The Devonshire, to be built this year in Toronto. **W. A. Craick** gives the story of this remarkably successful and interesting man—a veritable romance of achievement.

Stephen Leacock is in the February MACLEAN'S with one of his inimitable sketches—this one entitled—"In Merry Mexico." What a fancy, what a humor this man has! He roams the earth, and always is visiting some land or country in the spotlight of the world's history.

Then Editor Costain has **Miss Agnes C. Laut** in the February issue with a timely and thought-provoking article, "The Elections and Canada." She is writing of the American elections of last November, and in her virile style and with her amazing inside knowledge of things political, she gives all Canadians much to think about, and a wider vision of the place Canada holds in world affairs—dwelling especially on the new Anglo-Saxon relations which will be the result of the war now being waged, and which gives promise of involving the United States. Miss Laut's contribution is well worth reading.

H. F. Gadsby, free lance, ever a-tilting at politicians and politics, and never failing to get under the guard of parties and partisans, writes sparklingly on "How Premiers Control Their Cabinets" — of piquant interest in view of Sir Sam Hughes's recent encounters with Premier Borden. Gadsby studies other Canadian Cabinets than those of Premier Borden's. Good reading, this.

Then Editor Costain starts in this February issue of MACLEAN'S a new department—snappy biographical sketches and zestful stories of notable and interesting Canadians. You will enjoy this yourself and so will all others to whom you may introduce MACLEAN'S MAGAZINE.

The usual departments—Review of Reviews and "Information for Investors"—are present as usual; and illustrations by these Canadian artists, C. W. Jefferys, Harry C. Edwards, Lou Skuce, E. J. Dinsmore, assist to give the February MacLean's *distinction and appeal.*

Now if you have been keeping in mind yourself—as a possible editor of MACLEAN'S MAGAZINE for a single issue—do you think you could excel or equal what the regular editor has provided for MACLEAN'S readers?

At All News-Agents, Fifteen Cents

M.I.C. BRAND
NONE BETTER
(REG. TRADE-MARK)

TATELEC
TRADE MARK
WATERPROOFED
CLOTH CAPS

TATELEC Proofed Cloth Caps look, seem and feel like any other cloth caps, except water will not harm them.

The combined trade-marks will be placed in every Wolfe's TatElec Proofed Cap. There is every imaginable shape and pattern in this new line. You can be sure they are all the best.

WRITE FOR PARTICULARS.

A. HARRY WOLFE
Unity Building, Montreal

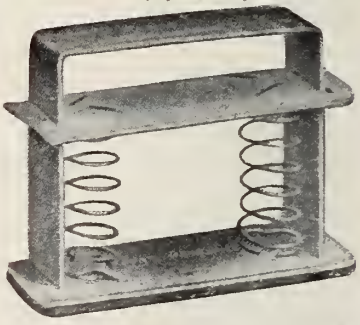
Let Your Ties Sell Themselves

Here they are—just what you've been looking for — ONLI-WA TIE DISPLAY HOLDERS—the silent tie salesmen. Arrange your ties neatly in this little holder and place ties as suggested in the illustration—and your ties sell themselves, saving time and unnecessary labor on the part of your salesmen—and money for yourself. Ties delivered in bulk are 10c per dozen cheaper than those delivered in boxes. Save this difference it will pay for hundreds of dozen of ONLI-WA holders in a very short time. They personify the "Service First" slogan, besides preventing theft, and the unnecessary handling of ties by customers.

For Four-in-Hand or Bat Ties

Made of fine Brass, highly polished nickel finish, with a felt base.

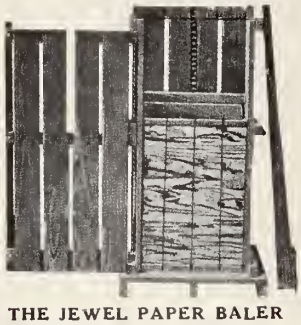
Price only $2.50 per dozen f.o.b. Dayton, Ohio.



Satisfaction Guaranteed. Actual size. Patented May 30, 1916.

ONLI-WA TIE HOLDER CO.
Box 1. - - Dayton, Ohio, U.S.A.

Save Your Waste Paper
and Cardboard



THE JEWEL PAPER BALER

The Jewel Baler makes it easy.

It keeps your premises clean and tidy.

It turns waste into dollars.

After a short while it is all profit.

Write to-day for full particulars re baler and your best market for waste paper.

General Sales Co.
203 Stair Bldg., Toronto

Novelty Papers for Window and Interior Decoration

Changeable Insert Screens, Pedestals, Flower Boxes, etc.; Lattice, Blocks, Stripes, Onyx, Silko and Velour.

Send for samples. Dept. Z.

Doty & Scrimgeour Sales Co., Inc.
74 Duane Street :: New York City

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAINCOATS

The trade throughout Canada has been quick to recognize the superior qualities of "Dominion" Raincoats, and dealers who want the best insist on the "Dominion" brand.

More and more, "Dominion" Raincoats are becoming the recognized standard by which to judge style, quality and workmanship. Don't accept our statement for that fact, but judge for yourself. Examine qualities, inspect workmanship and compare values. There is but one result—

DOMINION RAINCOATS

(Made in Canada by Canadian Workmen)

ARE BEST FOR STYLE, QUALITY AND VALUE

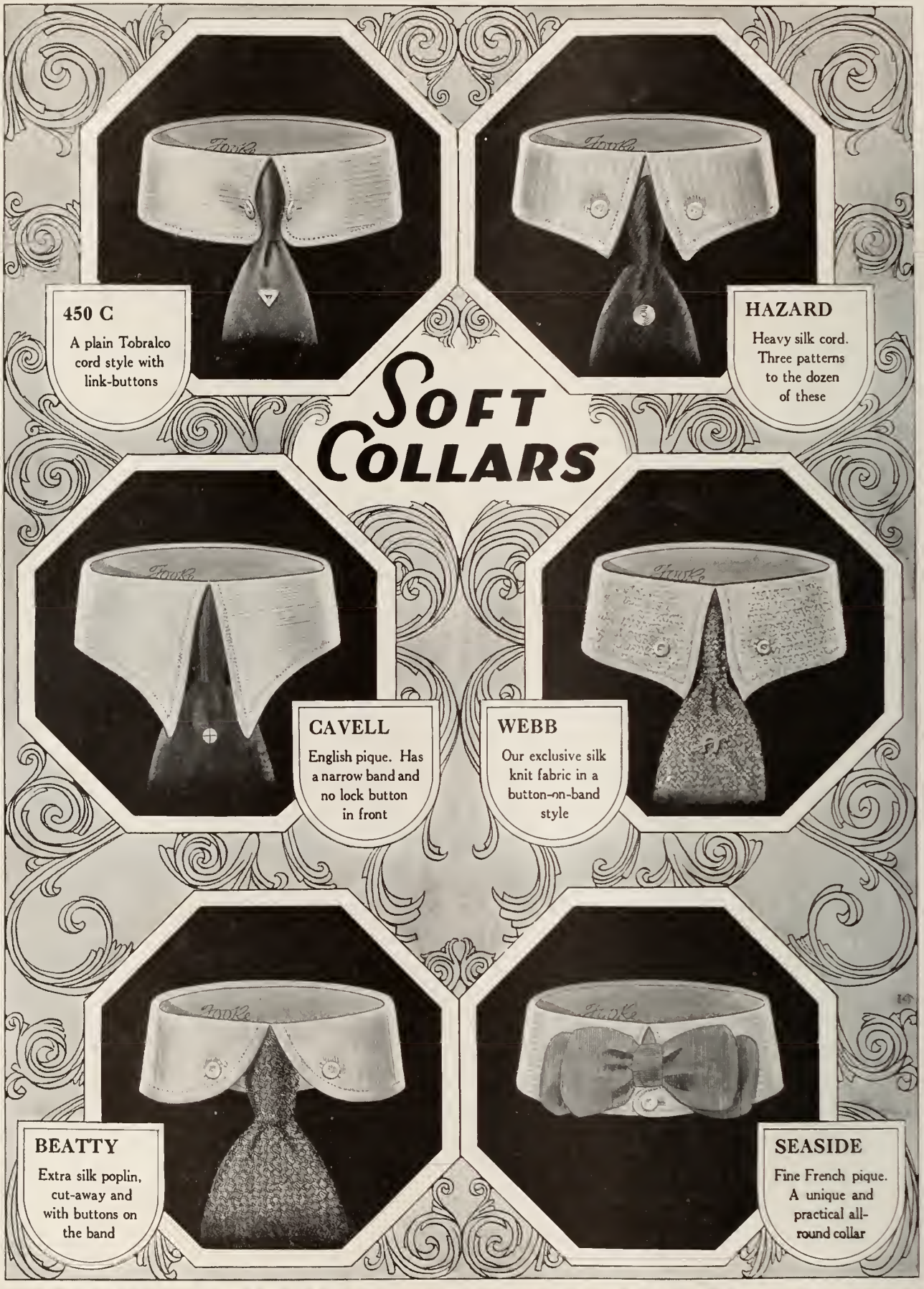
See the new "Dominion" Raincoat styles and samples before placing your order.

Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE - MONTREAL

Service Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Brantford, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Vancouver, Victoria.


450 C
A plain Tobralco cord style with link-buttons
HAZARD
Heavy silk cord. Three patterns to the dozen of these
SOFT COLLARS
CAVELL
English pique. Has a narrow band and no lock button in front
WEBB
Our exclusive silk knit fabric in a button-on-band style
BEATTY
Extra silk poplin, cut-away and with buttons on the band
SEASIDE
Fine French pique. A unique and practical all-round collar
TOOKE BROS LIMITED MONTREAL

Another Page from Our New Soft Collar Catalogue. Ready for Immediate Delivery.

TOOKE BROS., LIMITED Montreal Toronto Winnipeg Vancouver

EASTER AND SUMMER TRADE NUMBER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VII PUBLICATION OFFICE: TORONTO, MARCH, 1917 No. 3

Made by Coppley, Noyes & Randall, Limited, Hamilton, Ontario

The Guaranteed

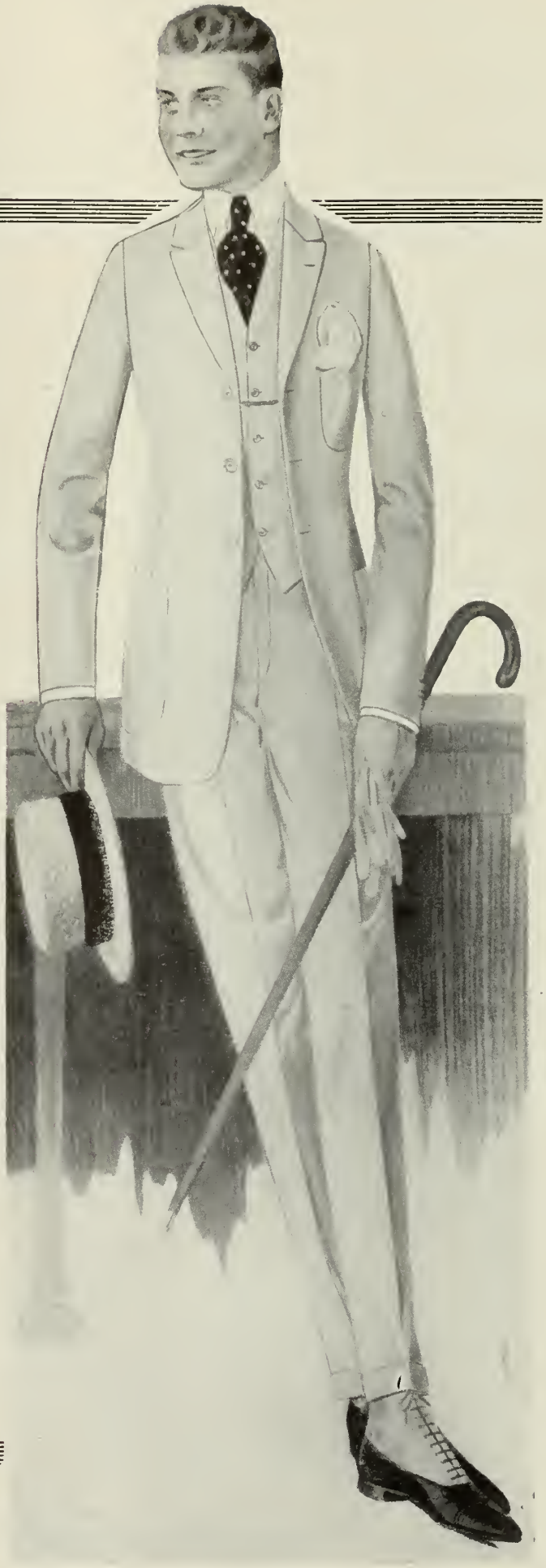
Forsyth SHIRT

DELPARK UNDERWEAR

Geo. J. Ellett
General Dealer
Kaministikwia Ontario

Dear sir,
I received New Patterns. I am really proud to be with a firm that can turn out such a range of patterns under present conditions.They are exceptionally good and such a range,am sending two orders to-day for a start.I hope to beat all records this coming season.

Sincerely yours
G. J Ellett



WE shall have a few outfits on hand for the right class of representatives.

We can back up live merchants with the smartly cut, splendidly finished suits and overcoats which will make their store the centre for those who want clothes of real value.

The Crown Tailoring Company

If any advertisement interests you, tear it out now and place with letters to be answered.

A Cooper Display Card Lithographed in Bright Colors

SEE THAT YOU HAVE SOME!

And Cooper Style and Quality Will Bring Huge Sales

Models like our new pinch-back will appeal to many. Better order a good supply at once, while prices hold. But remember, the pinch-back is only one of our wide range of styles.

The quality and workmanship in all Cooper models is the best.

Cooper Cap Co.

260 Spadina Ave.. Cooper Building
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

SOME OF OUR

Style-Craft

SPRING SPECIAL

Order Ranges are still available. Write us about these if you would give your Clothing Department the best Spring Tonic.

And watch for our Travellers, who will be going out shortly with Style-Craft Fall lines. You'll be delighted with their showings.

E. G. Hachborn & Co.
50-54 York Street, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Bob Long Week

BOB LONG
BRAND
REGISTERED
KNOWN FROM COAST TO COAST

THE biggest event ever attempted nationally among the trade—A Spring opening of suitable workingmen's goods—Gloves, Overalls, Shirts, etc.

Dress your windows for the workingman, make things look bright and attractive to him, as after all is said and done he is the bread and butter of all good business. April 2nd to 7th is the week. Link your store up with the big Bob Long newspaper advertising by making an attractive display of Bob Long Union Made Goods.

The event is timed to catch public attention when sales are heaviest on Gloves, Overalls, Shirts and Spring lines of Knitted Jerseys, etc., and every dealer who takes advantage of the interest concentrated on the Bob Long line will share in the big profits.

GLOVES
OVERALLS
SHIRTS

SPRING AND SUMMER KNITTED JERSEYS
MUNITION SUITS FOR MEN AND WOMEN

Cash Prizes for the Best Window Displays

To make the competition even and fair we have divided the country into two classes:—

Class A. All Retail stores handling Bob Long Merchandise in towns under 5,000 population.

Class B. All Retail stores handling Bob Long Merchandise in towns of 5,000 population and over.

We will give two prizes in each class of:

$25.00 each for 1st prize
$10.00 each for 2nd prize

Everybody has a chance. Make the most attractive window display you can with Bob Long Goods and the attractive 3 color window display trim we will furnish you free,—have a photograph taken of it and send it to us. The publicity you will get will pay you handsomely in any case.

All photographs sent us and not winning any of the Four prizes we will pay $1.00 each.

Catch the enthusiasm—The Workingman's Spring Opening

R. G. Long & Co. Limited
TORONTO

April 2nd to 7th

If any advertisement interests you, tear it out now and place with letters to be answered.

PRICE WILL COUNT

For the first time since war began
price advances have a real meaning.

More important than ever before
is
Buying for Fall 1917.

Compare carefully.

Cover completely all intended purchases.

Don't delay seeing "Racine's" representatives.

ADVANTAGEOUS PRICES ARE ASSURED.

Safest for Deliveries.

buying from

The House That Carries the Year Round the Biggest Stocks in Canada.

Dept. F, Men's Heavy Furnishings Dept. I, Men's Fancy Furnishings

These two departments backed up by three well equipped and up-to-date factories
Making "Hero" Shirts, "Maple Leaf" Overalls, "Samson" Pants.

Everything in Gents' Furnishings.

ALPHONSE RACINE, LIMITED

Dry Goods Jobbers and Manufacturers

60-80 ST. PAUL ST. WEST - MONTREAL, CANADA

"The Staple Dry Goods House of Canada"

Sample Rooms at Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N.S.
Factories at Beaubien St., Montreal; St. Croix, Que.; St. Denis, Que.

The Fast Mail Overall Company, Limited

OF WINDSOR, ONTARIO

Have taken over the

DODSHON OVERALL COMPANY, LIMITED

AND WILL

Continue the manufacture of the Popular FAST MAIL BRAND OF OVERALLS AND COATS.

We have retained all the improvements of the old garments and added several new features. We will be pleased to submit samples and solicit your inquiries.

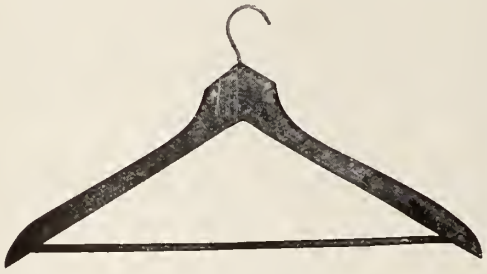
"Your Trade is entitled to see the latest and best. Show them Fast Mail Garments."

The Fast Mail Overall Company, Limited

WINDSOR, ONTARIO

Taylor-Made

Garment Hangers



No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed with Wood Trouser Bar, at

$7.50

per hundred

Orders shipped the day they are received.

The Taylor Mfg. Co.
Hamilton Ontario

Dominion Button Manufacturers Limited

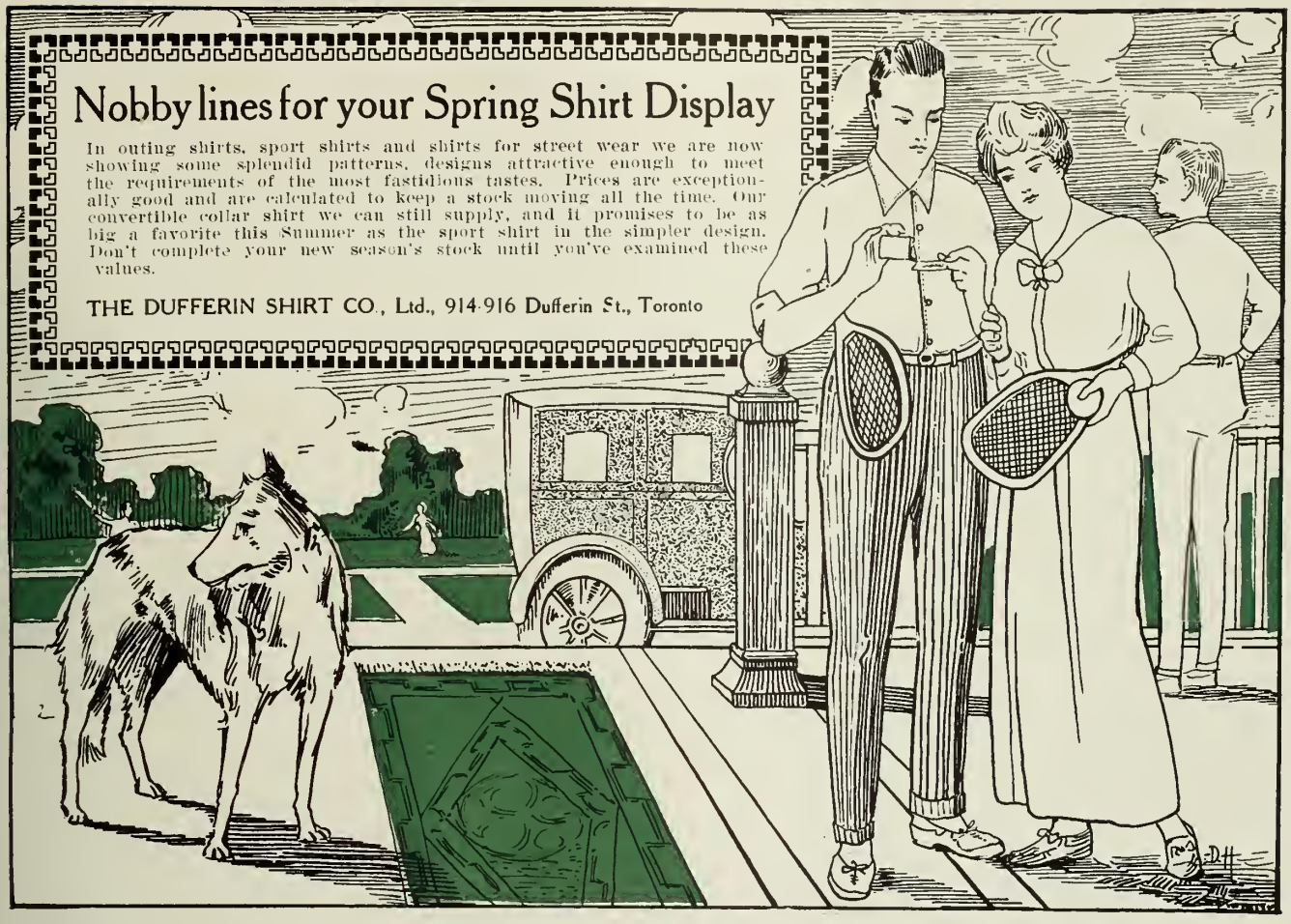
MANUFACTURERS OF

Fine Lines of Ivory and Pearl Buttons, suitable for

MEN'S CLOTHING
BOYS' CLOTHING
SWEATER GOODS
STRAW HATS
CAPS

Kitchener, - Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.


Nobby lines for your Spring Shirt Display
In outing shirts, sport shirts and shirts for street wear we are now showing some splendid patterns, designs attractive enough to meet the requirements of the most fastidious tastes. Prices are exceptionally good and are calculated to keep a stock moving all the time. Our convertible collar shirt we can still supply, and it promises to be as big a favorite this Summer as the sport shirt in the simpler design. Don't complete your new season's stock until you've examined these values.
THE DUFFERIN SHIRT CO., Ltd., 914-916 Dufferin St., Toronto

Tate Electrolytic Water-proofing Processes Limited

TATELEC
TRADE MARK

Waterproofers of Textiles

Jacobs Building ∴ 282 St. Catherine West
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

THIS "HOUSE OF SERVICE"

is ready now to meet your needs on goods for Spring with the following lines, popularly priced:

Young Men's Suits *Little Fellows' Suits*
Boys' Suits *Separate Long Pants*
Midsummer Clothes for Young Men and Boys

Our salesmen will be on the road in March with a full range of immediate and Fall samples to show.

Helleur, Gariepy & Broderick, Limited

16 Craig Street West, Montreal, Que.

'Takes a man of *good judgment* to be an engineer—that's why most of them trade at the store that sells

HEADLIGHT OVERALLS

UNION MADE

Dyed with Genuine Indigo

Lot Price

Reg. U.S. Pat. Off.

W 40 L 35

HEADLIGHT OVERALLS & PANTS

UNION-MADE

LARNED, CARTER & CO.

Larned, Carter & Co.

World's Greatest Overall Makers

Sarnia Ontario Canada

The most widely advertised overall ticket in the world →

If any advertisement interests you, tear it out now and place with letters to be answered.

Quality—
Fit—Clean—Classy

What more can any man ask in underwear? What more can any dealer wish to sell?

Show a suit of Atlantic Underwear to the most exacting man coming into your store. Show him the elastic roll collar, the flexible cuffs, the cover-seamed seams, and the many other "different" points which have made

ATLANTIC UNDERWEAR

the favorite of men who use good judgment in their buying. Tell him about the "unshrinkability" of Atlantic garments which even after long service ensures comfort and good fit. His common sense will do the rest.

Plan now for bigger things in your underwear department. Speed up sales and build up profits by constantly displaying and pushing Atlantic Underwear—the choice of the discerning.

Atlantic Underwear
LIMITED
Moncton, N.B.

Where the Styles come from

King Hats have that little "something" which we all call style.

FALL 1917

The King Hat
REGISTERED
SIGN OF SATISFACTION

OUR salesmen are out with complete lines of *samples for Fall* and will call on *you* in all good time to ensure proper delivery.

We have many Novelties for Next Fall

Borsalino
Grand Prix-Paris 1900
ANTICA CASA FONDATA NEL 1857
ESTABLISHED 1857

See that above Trade Mark is on all Leathers.

The quality standard of Borsalino Hats is kept up to the very highest notch and the price buys more in the way of distinctive styles from this high class manufacturer than any hats made in the world.

ANDERSON-MACBETH, LIMITED

Hats : Caps : Straws

TORONTO, CANADA

There is a greater demand
than ever for

FASHION-CRAFT

Quality Clothes

ARE YOU SELLING THEM—

AGENCIES OPEN TO THE RIGHT MEN.
IF INTERESTED, WRITE PROMOTION DEPT.

Fashion Craft Mfrs., Limited

Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

Strike or No Strike
Why Worry?

Write J. Elkin & Co., Limited. We have the Goods. Men's Suits, Boys' Suits, Children's Suits, Men's Pants, Boys' Bloomers in stock, ready to ship.

By dropping us a line you *may solve a problem* that may be puzzling you at present.

Boys' Suits, any style, from $3.00 up
Men's Suits - - $6.50 up

Boys' Bloomers - - $7.00 Per Dozen up
Men's Pants, $16.50 Per Dozen up

We are ready for Fall as well. Our salesmen will be on their way to see you next week, showing our Fall range of Clothing for man or child, and what you buy *we can assure you we will deliver promptly.*

J. Elkin & Co., Ltd.

Makers of Elk Brand Clothes

Head Office and Sample Rooms
Montreal, Que. Sample Rooms Joliette, Que.

"The man behind the man behind the gun"

In every industrial centre in the Dominion you will find him, toiling day and night, turning out the all-important shells that are going to blast the road to a lasting world peace.

Now it is obvious to all that this increased activity calls for good, hard-wearing overalls, and more of them — a fact that every aggressive men's wear dealer should profit by. A stock of

Brotherhood Overalls

will put you well up in the front row with those dealers who are getting their proper share of this money-making trade.

You don't have to take a traveller's or a jobber's word for the value of the Brotherhood line. We always sell direct—just ask us to send you a starting order of, say, five dozen, or if you prefer, we'll send you samples.

Brotherhood Overalls can be depended upon to give your customers complete satisfaction. Investigate our proposition now, while you think of it. It means better profits for you.

H. S. PETERS, Limited

MANUFACTURERS

WELLAND ONTARIO

THE
YORK

A ONE-PIECE TOP
GORED ON THE SIDE

Peck's

PECK'S CAPS

Designed with character and distinction. We have brought out some new styles which will more than please the public. These, made up in many shades and in a variety of materials, give you a better selling line than we have ever offered.

Our salesmen are now on the road with the range for Fall.

JOHN W. PECK & CO., LIMITED

MONTREAL WINNIPEG VANCOUVER

The Gillette Safety Razor Consolidates New Ground

During 1916 we made and sold 60 per cent. more Gillette Safety Razors and Blades than in any previous year. The capacity of our factory has been more than doubled, yet we are barely able to keep up with the demand. As fast as we can install the machinery, we are preparing for a production seven times that of 1915.

The reason is that we are selling to new lands—new stores—new people!

We are making regular, heavy shipments of razors and blades to almost every corner of the Empire—the Motherland, Australasia, South Africa, India.

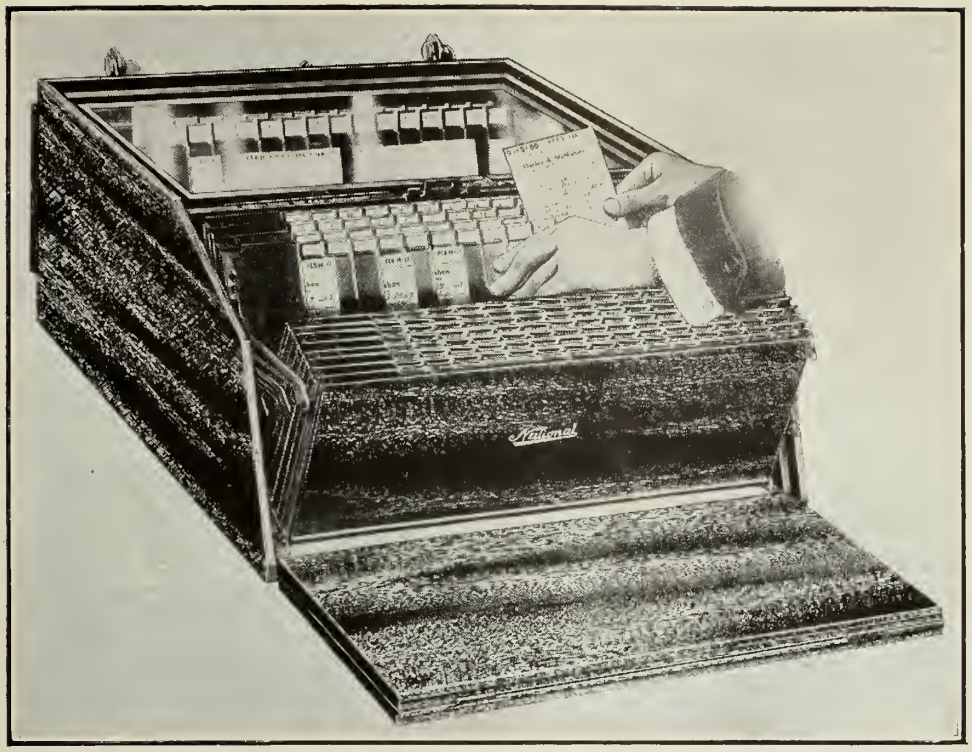
Gillettes have been bought by or for tens of thousands of the Canadian Expeditionary Forces, and are now on active service Overseas. Thousands more have been purchased by affluent munition workers, in addition to the usual normal additions to the ranks of Gillette users. Thus the war has brought nearer, perhaps by years, the practically universal use of the Gillette Safety Razor.

In view of this, more and more Men's Wear Dealers are awaking to the fact that they are the logical distributors of the Gillette—that it is an essential part of the equipment of the well-dressed man—and that there is a clean, attractive profit in Gillette Razors and Blades. If this is new ground for you, jump in now and consolidate it!

Gillette Safety Razor Co. of Canada

LIMITED

Office and Factory: The Gillette Bldg., Montreal



A New N.C.R. Invention

As important to you as your telephone or cash register

It's a new credit file that *safeguards* your credit business—in a better, easier, safer, quicker way than you thought possible.

It is so simple that anyone can operate it.

It is so speedy that all entries are made in the presence of the customer, who leaves with a statement of the purchase—plus a record of the balance carried forward.

It is so convenient that you can set it on any size counter, table or desk. The exact balance due from any customer is instantly available, and the file can be operated with one hand while the other holds the telephone receiver.

It is so complete that a true record of the whole credit business is always available in short order.

And this knowledge alone is worth more than the cost of the file.

It is so safe that records once filed in its locked compartment cannot be lost or destroyed. Records can be seen, but not tampered with.

A few weeks' use will pay for it.

There's nothing else like it, and it can be seen at the N. C. R. office near you, or a letter to us will bring you complete information.

See this new file or find out how it will stop your losses, please your customers, and relieve you of work and worry. Use the coupon.

The National Cash Register Company of Canada, Limited
Toronto, Ontario

Please send full information about your new Credit File.
We have about ..... Charge and C.O.D. accounts.

Name .....

Firm .....

Address .....

.....

The National Cash Register Company of Canada, Limited

Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Broadway

Clothes
for exacting men

Style coupled with Fabric quality

Style in Broadway Clothes means more than mere fashion plate imitation, it means *Individuality, Character* and *Correctness.*

Men who are exacting in their demands for a suit or overcoat that is faultless in style and finish, without being *fobbish,* find their desires well satisfied in *Broadway Clothes.*

Our ability to make clothes that please is your opportunity to win new friends to your store.

We would like you to see our new Range for the coming season, which demonstrates our ability to make clothes that hold our customers.

Randall and Johnston
LIMITED TORONTO

TRADE MARK REG.U.S.PAT. OFFICE

IRONCLAD KHAKI

GUARANTEED FAST SULPHUR DYED
WEARS LIKE LEATHER
COVERED BY THREE GUARANTEES

GARMENT Manufacturers, IRONCLAD KHAKI prepares *you* for every demand.

Long experience in the manufacture of textiles, close association with trade conditions and consumer needs put us in the position to *gauge* manufacturers' requirements and *supply* manufacturers' requirements with almost uncanny exactness.

A Weight and Quality for Every Purpose

That's what we give you in IRONCLAD KHAKI, fast sulphur dyed.

Here are five big numbers in IRONCLAD, every square inch of which is put out under our IRONCLAD GUARANTEE—

1. Dreadnaught Twills 2. Artillery Cloth
3. Rough Rider Special 4. Volunteer Twills
5. Infantry Cloth

Numbers 3 and 4 are particularly desirable for Pants, Overalls and Chauffeur Suits.

WRITE US FOR SAMPLES

Franklin Manufacturing Co.

260 Church Street
NEW YORK CITY

123 Market Place
BALTIMORE, MD.

This label, sewed on garment, guarantees the cloth to be genuine IRONCLAD KHAKI, Fast Sulphur Dyed

If any advertisement interests you, tear it out now and place with letters to be answered.

The J. R. GAUNT & SON (Canada Co.) Limited

ARMY and NAVY

Badges, Buttons, Swords, Caps, Helmets, Belts, Spurs,

and

ACCOUTREMENT MANUFACTURERS

We had during 1916 disappointed customers in common with most manufacturers, owing to the scarcity of metal and labour trouble. We now beg to thank our customers for their patience in regards to deliveries, and hope for the coming season that they will have no cause for complaint on their future orders.

Every requirement for Military or Naval Outfits kept in stock. Write us direct for particulars and prices.

63-65 Beaver Hall Hill, Montreal

ALSO AT
53 Conduit St., Bond St., London
Warstone Parade, Birmingham } **ENGLAND**
Bombay, Melbourne and New York

A new Fall Model in one-piece top.

Made in a variety of attractive Fabrics.

Boston Caps

are "top-liners" in style, quality and popularity.

Always up-to-date in every particular, Boston Caps have long been the choice of the smartest dressers everywhere. Hence it is that up-to-date retailers find it good policy to keep these "top-liners" well displayed.

Our new premises at 338 St. Urbain St. afford us still better facilities for giving our patrons *service and satisfaction.* We want to show you what our values are really like. Samples now ready for your inspection.

We also manufacture Children's Hats. Samples submitted if desired.

BOSTON CAP COMPANY

Wholesale and Retail Mfrs. of Hats and Caps

NEW ADDRESS: 338 St. Urbain Street, MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

MAKE YOUR DOLLARS

FIGHT

AT THE FRONT.

BUY

DOMINION OF CANADA

THREE-YEAR

WAR SAVINGS CERTIFICATES

$ 25.00	FOR	$21.50
50.00	"	43.00
100.00	"	86.00

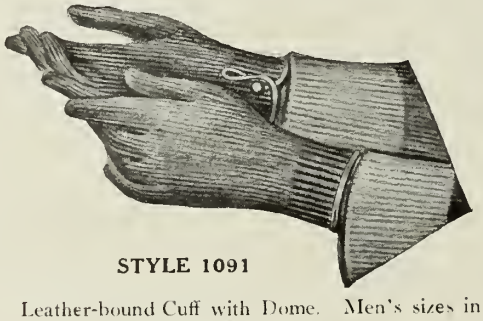
INDIVIDUAL PURCHASES LIMITED TO $1500.

FOR FULL PARTICULARS APPLY AT ANY BANK
OR ANY MONEY ORDER POST OFFICE

JAN. 9, 1917

FINANCE DEPARTMENT
OTTAWA

A Superior Line of Scotch Knit Gloves



STYLE 1091

Leather-bound Cuff with Dome. Men's sizes in Heather, Oxford and Khaki.

$8.00 per dozen

STYLE 1090

Plain Knit Cuff. Men's sizes n Heather, Oxford and Khaki.

$7.00 per dozen

that excel in points of workmanship and finish. Beautiful, soft finish is obtained by special new process. Send us your order now for Fall, 1917, delivery.

AVON HOISERY, Limited

STRATFORD, CANADA

Selling Agents: RICHARD L. BAKER & COMPANY
100 Wellington Street West, Toronto

"Wearbetter" values

will get you the Boys' Trade

AND it is a trade worth catering to, particularly now when the boy has assumed an added importance because of prevailing conditions. Boys are earning good money now and are prepared to spend more on outfitting themselves.

HERE'S your chance, Mr. Dealer. Go after this profitable business by displaying

Wearbetter
SUITS FOR BOYS

Here are values that are sure to convince the most exacting. Here are suits tailored to give 100 per cent. satisfaction to the boy and his parents.

EVERY Wearbetter suit you sell will be an ad. for your business, an ad. that will pull you big returns.

DON'T omit seeing Wearbetter Values before stocking up for next season's selling. We'll be glad to send you full particulars on receipt of your address.

Walter Blue and Co., Ltd.

Makers of Wearbetter Clothes

SHERBROOKE ∴ QUEBEC

The Trade Mark and The Guarantee back of it

The only guaranteed line of men's suits on the market

Because it is a result of fifty years' experience in the making of Men's Suits the Bachelor Line offers you unsurpassable value in style, quality and all-round excellence. This long experience enables us to guarantee every

Bachelor Suit

an unusual feature that is bound to bring you hundreds of satisfied customers and build you better profits.

You owe it to yourself to become acquainted with our values and our excellent facilities for repeat and rush orders. Our long connection with the mills, our exceptional buying power has enabled us to secure remarkably high grades of cloth even at the present time. And this, together with the large stock on hand, when war broke out, has resulted in a continuation of values.

You'll find our proposition worth while. Write us now.

THE
Bachelor Clothing Co., Limited
SHERBROOKE, QUEBEC

If any advertisement interests you, tear it out now and place with letters to be answered.

The Silent Tie Salesman

Actual Size

ONLI-WA TIE HOLDERS

Price $2.50 per doz., F.O.B. Dayton

Just slip six or less ties in this simple little holder—arrange them as suggested in the illustration or even on the counter—and they sell themselves. Ties delivered in bulk are cheaper than those delivered in boxes. This saving alone will pay for many dozen tie holders in a very short time, besides saving time and unnecessary labor on the part of your salesmen. The popularity and the tremendous sales of ONLI-WA TIE HOLDERS is attributed to these four big reasons:

1—Saves time in keeping stock.
2—Greatly improves your service.
3—Prevents theft.
4—Eliminates boxes and fixtures that do not actually assist your salesmen in selling.

Made of fine brass, highly polished in nickel, with a felt-covered base especially adapted for four-in-hands and bats

Order NOW. Satisfaction Guaranteed.

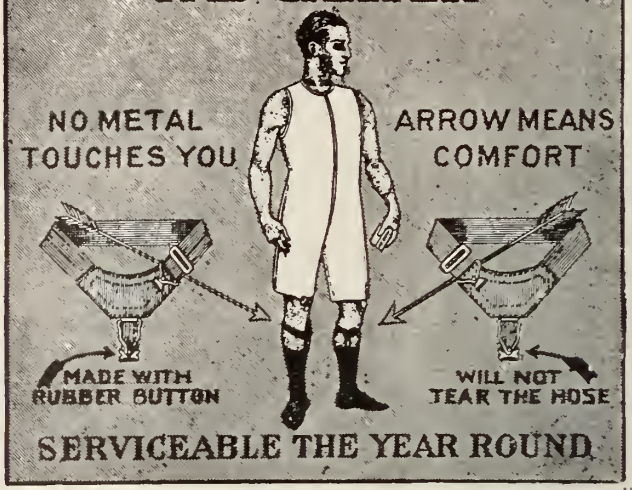
ONLI-WA TIE HOLDER COMPANY
DAYTON, OHIO, U.S.A.

TRADE MARK REG'D

ARROW

COPYRIGHT 1922 L. & F. CO.

PAD GARTER



SERVICEABLE THE YEAR ROUND

SUMMER IS COMING

You will need

ARROW PAD GARTERS

also

ARROW ARM BANDS

FULL LINE MEN'S AND BOYS' LEATHER BELTS

Ask your jobber or write direct to us

ARROW GARTER MFG. CO.

314 NOTRE DAME STREET WEST, MONTREAL

Taylor-Made

Garment Hangers

No. 74B

$12.50 per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.
Hamilton Ontario

FOR THE MILLIONAIRE

Made in Canada

"Everyman's" TRADE MFD BY MARK DAVIS BROS

For Canadians

FOR THE MILLION

Corduroy Pants

In Popular Shades of

Drab, Mid, or Golden, Brown, and Dark Brown.

Made with cuff bottoms in all sizes.

Prices from $2.75 to $3.50.

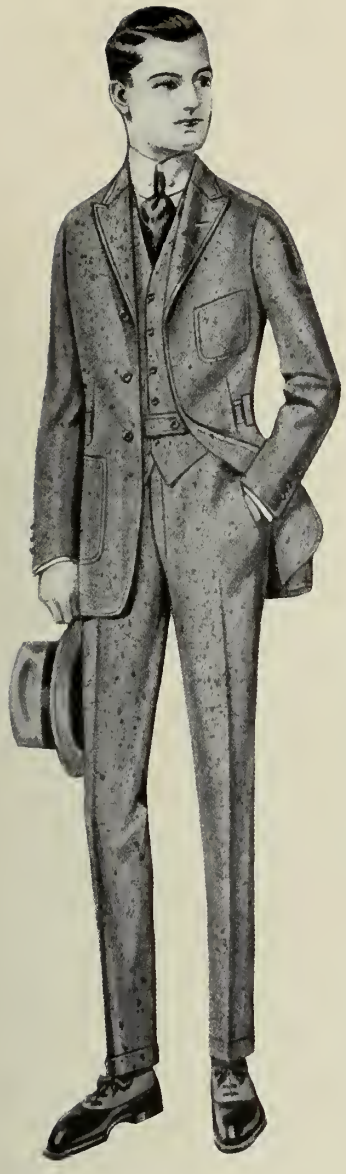
We have a limited quantity of these Corduroys for immediate delivery.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers



Let Leishman Tailoring Service

be the connecting link between you and an ever-growing clientele of satisfied customers. See what we have to offer you. See the swatches of Spring materials we are now showing, which, with our style plates and measurement charts, will enable you to get the business of the men requiring the best in material and workmanship.

Write us to-day or 'phone
Adelaide 555

Wm. H. Leishman & Co.
Limited
Wholesale Custom Tailors
68 Temperance Street, ∴ Toronto

Makers of the Best Tailored Garments for Men

CANADIAN OVERSEAS BADGES

We are the Largest Makers

in England of Canadian Overseas badges. Since August, 1914, we have cut over 500 dies for the Canadian Contingents.

APPROXIMATE PRICES:

Cap Badges—Maple Leaf, $8 per 100.
" " Numbered battalions, $12 per 100.
Collar Badges—Maple Leaf, $8 per
" " Numbered battalions, $15 per 100.
Shoulder Titles—Plain Canada, $8 per 100.
" " Numbered battalions, $15 per 100.
Single numbers, 75c per 100.

We can give immediate deliveries of most badges numbered from 1 to 238. Special quotations on quantities. Write or cable for catalogue.

J. W. Tiptaft & Son, Ltd.

Northampton St., Birmingham, Eng.

Telegraphic Address, "Tiptaft, Birmingham"
Cable Code, A.B.C. 5th Edition

A Word of Assurance

At a time like the present, when the result of the dye shortage on textiles is the source of much anxiety, annoyance and loss to garment manufacturers and dealers alike, we feel it due our patrons to emphasize the fact that the texture and dye of

STIFEL'S INDIGO CLOTH
Standard for over 75 Years

is exactly of the same high and unimpeachable quality NOW as it was before the dye shortage began to affect the textile market.

And, we give you the assurance that just what you have known Stifel's Indigo to be in the past—a fabric dyed with PURE VEGETABLE EAST INDIGO DYE—so it will continue to be as long as we manufacture it.

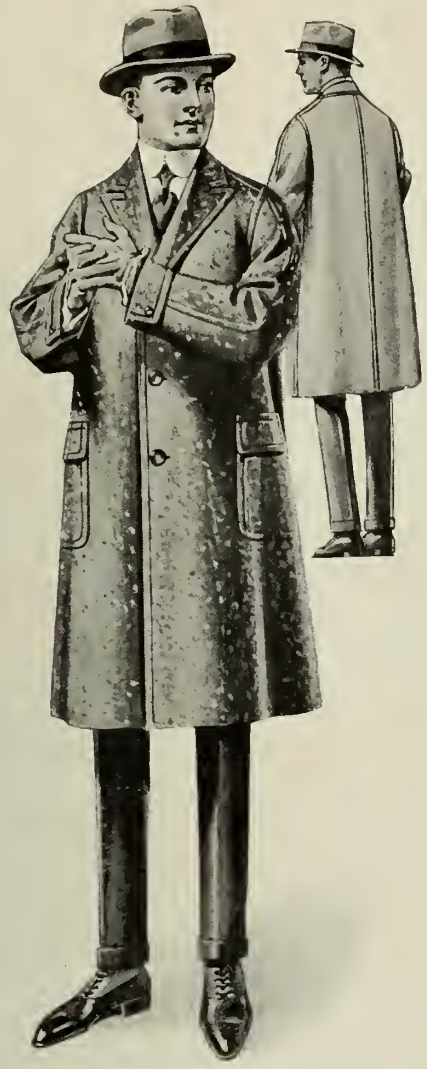
STIFEL'S REGISTERED

This mark stamped on the back of the goods is YOUR guarantee and YOUR CUSTOMER'S guarantee of the genuine 100 per cent. efficient Stifel's Indigo Cloth.

J. L. STIFEL & SONS

Indigo Dyers and Printers, WHEELING, W. Va.

New York.....260-262 Church St.
Philadelphia.....324 Market St.
Boston.....31 Bedford St.
Chicago.....223 W. Jackson Blvd.
San Francisco.....Postal Tele. Bldg.
St. Joseph, Mo.....Saxton Bank Bldg.
Baltimore.....Coca-Cola Bldg.
St. Louis.....928 Victoria Bldg.
St. Paul.....238 Endicott Bldg
Toronto.....14 Manchester Bldg.
Winnipeg.....400 Hammond Bldg.
Montreal..Room 500, 489 St. Paul St.



YOUNG MEN'S MODEL 163
FOR SPRING.

Slip on Overcoat, Deep Arm Holes, Loose Box Back, Split Sleeves and Cuffs, Patch Pockets and Flaps, Button Through.

FIT-REFORM

FIT-REFORM Fit-Reform

This is the Label that the good dressers of Canada look for—which is attached to the pocket of every Fit-Reform garment.

Our Travellers are now showing Fit-Reform Styles For Fall and Winter 1917-1918

On application, we will gladly arrange to show you these new models, if we are not represented in your city.

E. A. SMALL CO. LIMITED
8 BEAVER HALL HILL, MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Union Made

Get the Working Man's Trade—

KITCHEN'S "RAILROAD SIGNAL" OVERALLS *and* "GLADIATOR" SHIRTS

Our Overalls and Work Shirts are made from reliable, hard wearing materials, the kind that will stand up to rough usage and give entire satisfaction.

OUR SPECIALTY

Khaki Munition Coats. Price $21.00 per dozen.

The Kitchen Overall and Shirt Company

LIMITED

BRANTFORD, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Real Clothes *for* Real Boys

Made to meet the requirements and to stand the strain of healthy Canadian boyhood.

Designed and tailored by specialists who know the game from A to Z, these new ideas in Boys' Clothes embody the style, the material and the workmanship, for which the firm of Coppley, Noyes & Randall have become famous.

Proper Clothes

have the wearing qualities that will stand the romp, the tussle and the fun of every-day boy life.

Increased earning capacities have given the boys increased spending powers just now.

Have you considered what a splendid source of revenue awaits you in a properly equipped boys' clothing department?

Get a stock of **Proper Clothes** *into your boys' department and watch your profits grow.*

Every little fashion "kink" likely to appeal is cleverly embodied on this season's

Proper Clothes

Coppley, Noyes & Randall

Limited

HAMILTON, ONTARIO

Two Ties

From Our Wide Spring Range

The Derby Roman Stripe is a model similar to those displayed so widely across the line.

The Bat Wing is one of our border end, bias cut bows —a line we expect to be big this Spring.

We have an absolutely complete range of neckwear—splendid ranges at $2.25, $4.25, $5.50, and $8.50.

Many variations of the patterns here shown, and other patterns in stock.

WILLIAM MILNE

50 York Street, Toronto

Made to wear best where the wear is hardest

Carhartt Gloves

will give your customers all around satisfaction

When you sell a man a pair of Carhartt's Gloves, you can rest assured he's going to be satisfied because every glove bearing the Carhartt trade mark represents the utmost value in long wearing serviceability.

Carhartt's have several exclusive features which appeal to the good sense of the Canadian workingman. And the retail price (75c. and up) is by no means the least important part of their selling appeal.

The fact that we are able to get the best leather available combined with expert machining and general workmanship, enables us to offer the trade a better glove proposition than is obtainable elsewhere.

A stock of Carhartt Gloves and Carhartt Overalls will tune up your sales through the coming season.

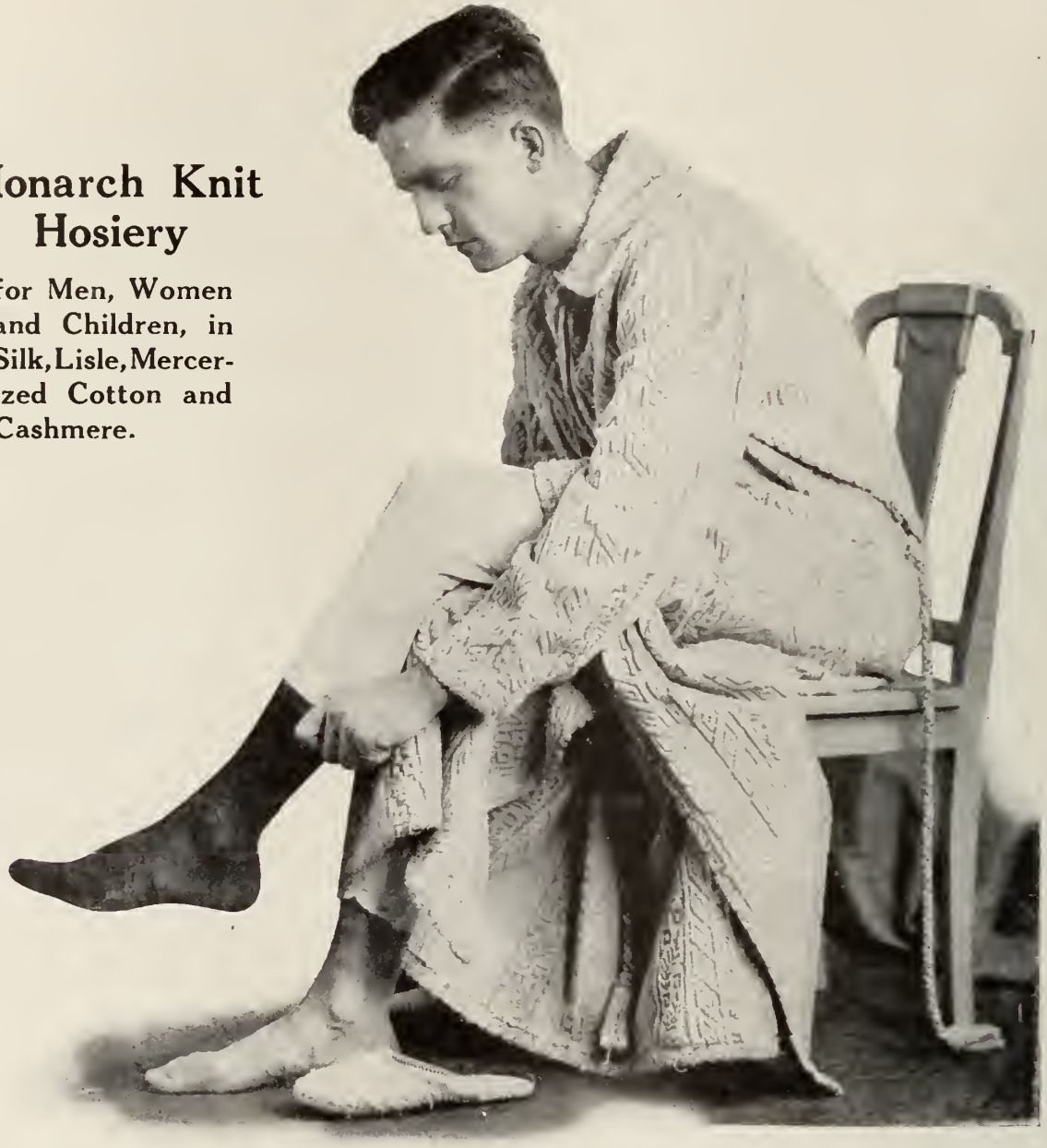
Hamilton Carhartt Cotton Mills, Ltd.

TORONTO
VANCOUVER
LIVERPOOL
MONTREAL
WINNIPEG

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

Monarch Knit Hosiery

for Men, Women and Children, in Silk, Lisle, Mercerized Cotton and Cashmere.



Present conditions are opportune for the introduction of a line of Hose which will be a permanent asset to your business. It is not our intention to produce a "price" Hose by a "shaving-off process." We do not believe you or the public want it. The *Quality* of each line of "MONARCH-KNIT" Hose will be *Standardized*.

The very newness of this Department in our business means the latest improved machines and most modern methods for finishing. This enables us to produce a Hose that is superior in Style, Quality and Workmanship, guaranteed to *look well, fit well, wear well*.

"MONARCH-KNIT" HOSIERY means satisfaction to your customers.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc.

Dunnville, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Panama Hats

Made in Canada

WE wish again to remind the trade handling Panama Hats that these are now being made in Canada. The work is being executed by the most skilful operators and is being done in a thoroughly up-to-date plant.

Panamas of the very highest quality are being made and by reason of the saving of duty charges these can be secured at a saving of 25%.

Place your orders as promptly as possible and insure yourself delivery in good time for the coming season's business.

Canadian Panama Hat Co., Ltd.

345-347-349 Adelaide Street West - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Taylor-Made

Cabinet End Rack

Table Top Style G

Made with Two Hanging Rods, 5 ft. 6 in. high for Overcoats and 4 ft. 6 in. high for Suits. This Rack is made with Table Top, which gives space for displaying men's furnishings, also is a protection to clothing. Racks can be used either in the centre of store or along the wall. Price, $15.00, in either Oak or Birch, Mahogany finish.

The Taylor Mfg. Co.
Hamilton Ontario

Made Under The British Flag

Just to remind you

that those suits you sell will look their best when worn above a well shined pair of shoes. Suggest "Nugget" Polishes to every customer. There is no better shoe polish on the market and a little display will win you big results. **A good profit on every sale.**

The Nugget Polish Co.
Limited

9-11-13 Davenport Road, Toronto, Canada

Agencies:

QUEBEC - - - - - R. E. Boyd & Co., Montreal
NOVA SCOTIA - - - Arthur Fordham & Co., Halifax
NEW BRUNSWICK - - - C. A. Munro, St. John
BRITISH COLUMBIA - - J. Leckie Co., Vancouver

Are you fully stocked with these big value lines?

Money is circulating freely everywhere, and the values we offer the trade are calculated to loosen the purse strings of every man coming into your store.

We are Dominion Agents for—

YOUNG & ROCHESTER'S Shirts in Flannel, Taffeta and Zephyr.

TRESS & CO., Hats, Helmets and Military Service Caps.

TWO STEEPLE'S, LTD., Hosiery, Underwear and Knitted Goods.

All British Manufacturers.

Besides importing largely we draw upon the very best factories in Canada, hence our stock is always complete, we are always ready to serve you.

Note these scarce lines: **Gabardine "Aquatite" Coats, Trench Coats, Llama Half Hose in Black and Khaki.**

MILITARY ACCESSORIES

Get our prices for Fox's puttees, "Soldiers' Friend" polish, kit bag handles, locks, English spurs, etc.

Khaki plain and ribbed wool socks, $4.50. *Dark and mid-grey wool socks*, $3.50. For these lines of socks, we strongly recommend placing orders, as early as possible.

Wreyford & Co.

Wholesale Military Outfitters and Mfrs.' Agents

85 King Street West Toronto, Canada

"Craftana"

Registered No. 262,0

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

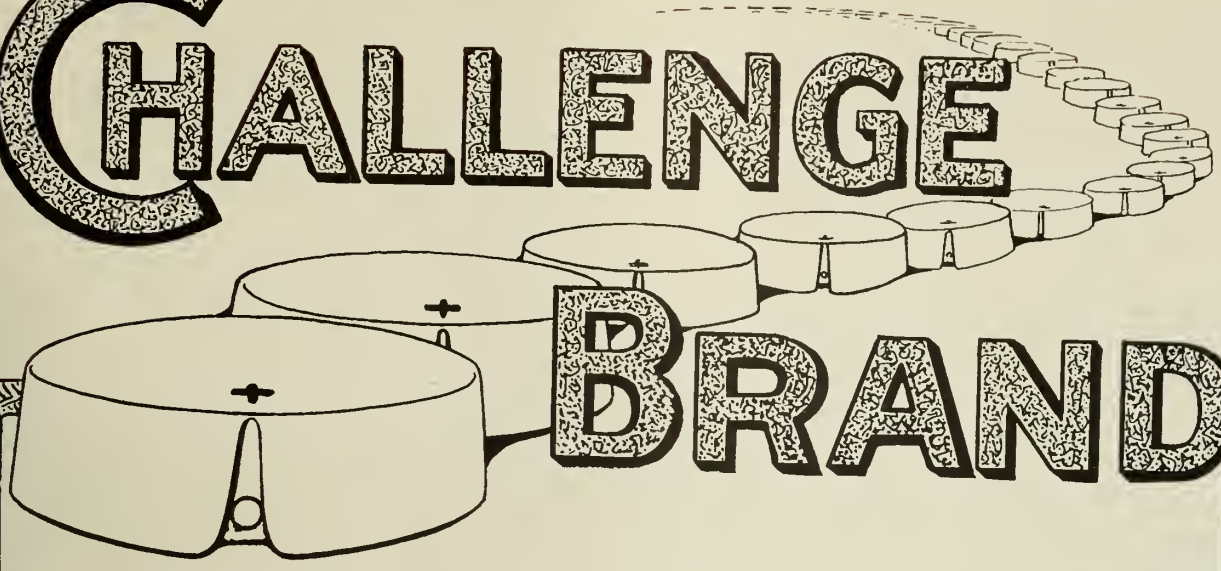
Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

If any advertisement interests you, tear it out now and place with letters to be answered.

CHALLENGE BRAND



This is how Jones felt when he left the office last night

You see, Jones is a man with a good, big-sized appreciation of neatness, particularly in matters of dress, and when, just before leaving the office, that pen slipped from its anchorage behind his ear and splashed his nicely laundered linen collar, his state of mind was rather unenviable.

Now, if Jones has a good waterproof collar tucked away in his drawer for just such an emergency, he wouldn't have felt so glum. He might have had an **ARLINGTON** there, one of the Challenge Brand line that looks just like a linen collar—the ideal collar for just such an occasion as this.

Now, it's up to you, Mr. Retailer, to get men like Jones acquainted with Arlington advantages. A little display, a little selling effort will convince such men that it pays to keep an Arlington handy for just such little every-day accidents. The variety of grades and styles in the Arlington Challenge Brand line will enable you to satisfy any taste.

STOCK UP TO-DAY.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS.

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Palm Beach
REGISTERED U.S. PATENT OFFICE
THE GENUINE CLOTH
PALM BEACH
For June, July and August—Palm Beach—
A cloth whose natural shades wash like linen—non-shrinking—with just the proper balance of "warp" and "filling" to give sturdy strength—with just the body for right tailoring—yet practically weight-proof and heat-proof.
Palm Beach dresses the body with the elegance of worsted and allows the passage of every cooling breeze.
There is only One Palm Beach—a trade-marked name applied to the fabric originated and made exclusively by the Goodall Worsted Company of Sanford, Maine, U. S. A.
See that the Label is sewn in every suit you buy.
FLATO

PALM BEACH

That Palm Beach is appreciated throughout the length and breadth of the continent—is shown by the millions of yards of genuine fabric woven and sold each year.

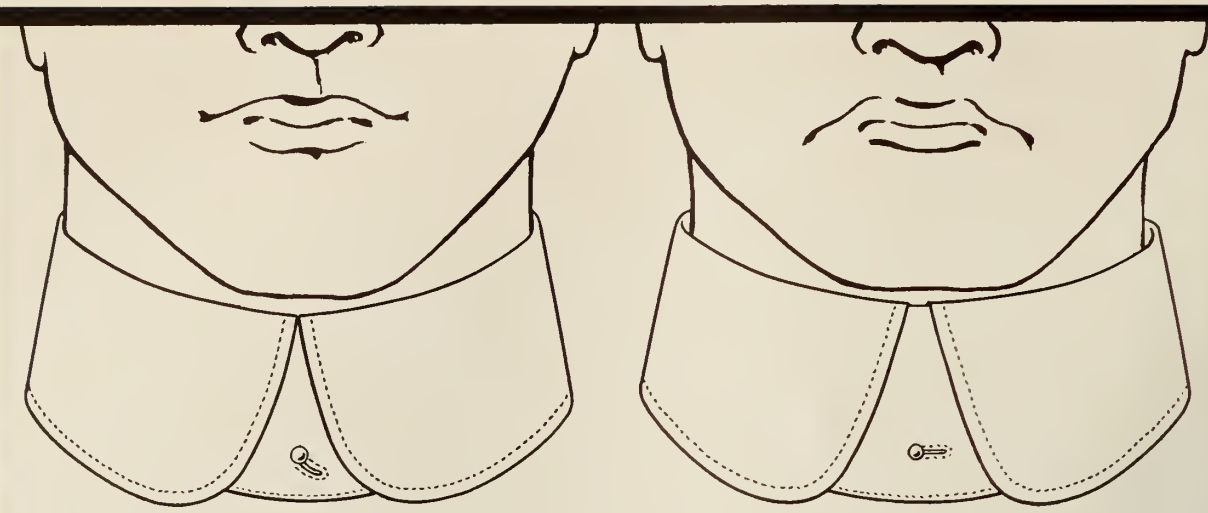
Its beautiful new shades and patterns offer a wide range of selection—and the cloth itself brings you a full paid insurance policy of Summer Smiles and Profits.

Ask your Summer Clothing Manufacturer to show you his Palm Beach Line to-day. If he hasn't the Genuine, write us.

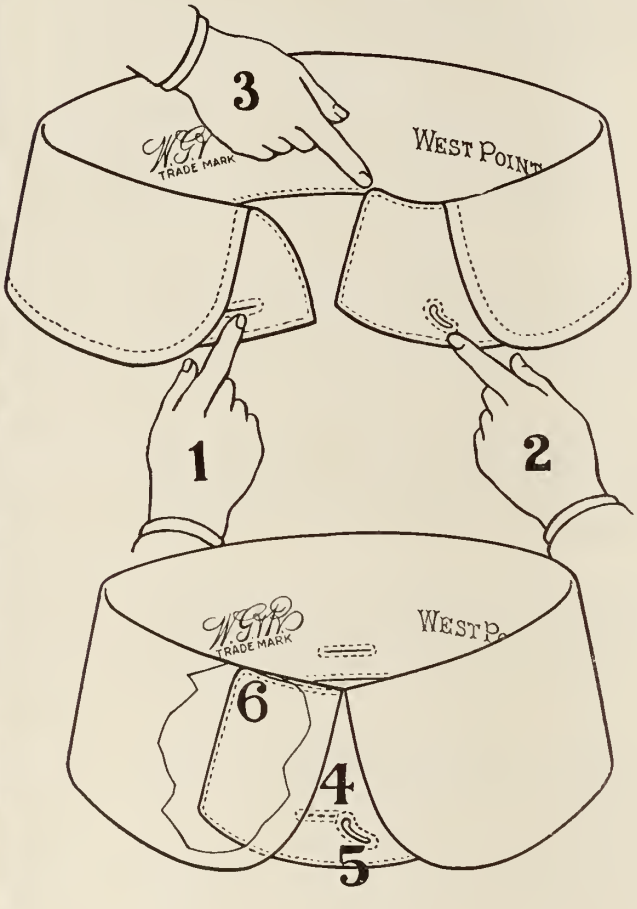
We will send you, free, on request, beautiful display cards for your store and window.

THE PALM BEACH MILLS
GOODALL WORSTED COMPANY
A. ROHAUT DEPT., SELLING AGENT, 229 4TH AVE., NEW YORK, U.S.A.

FLATO



Why The Difference?



Our travellers are frequently asked why an ordinary collar shows a *gap* at the top a little while after it has been on, whereas a W. G. & R. collar stays tightly together.

The reason is in the exclusive W. G. & R. design.

The inside buttonhole in a W. G. & R. collar is a fraction of an inch higher (see 1 and 4 on the illustration) than the outside buttonhole—not enough to be noticed when buttoning a collar, yet it is enough to make the collar button act as a lever and exert a steady upward pressure on the hook end (see 3 and 6), making a tight lock at the top.

To make this lock doubly secure, we use our "Slip-On" buttonhole (see 2 and 5) on the outside tab.

Thus, when buttoning the lock end, the collar slides easily into place, the post of the collar button coming to the top of the "Slip-On" buttonhole, making it impossible for the collar to gap at the top. The "Slip-On" is a buttonhole with a purpose.

Particular men—and that means men whose trade is worth having—want collars that fit close and stay close. You can satisfy them completely by selling them W. G. & R. collars.

TRADE W.G.R. MARK

The Williams, Greene & Rome Co.
Limited
Makers of Fine Shirts, Collars, Pyjamas and Summer Underwear
Kitchener
Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7 TORONTO, MARCH, 1917 No. 3

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year. Other Countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

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TYRONE A LOWER TALBOT
WITH SQUARE CORNERS
GORDON A LOWER BERWICK
WITH ROUND CORNERS

THE NEW

Arrow

form-fit PATENTED IN CANADA

Collars

READY APRIL 1st.

CLUETT, PEABODY & CO., Inc., Makers

MONTREAL TORONTO WINNIPEG VANCOUVER

If any advertisement interests you, tear it out now and place with letters to be answered.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VII. TORONTO, MARCH, 1917 NO. 3

USING A TRAVELER FOR A RETAIL STORE

System Adopted by Clothing Store to Build a Trade in "Specials"—The Method and Success of the Operation—How the Store Prospered by the Grace of the Traveler's Large Acquaintance—The Importance of Finding the Right Man

THE traveler is an accepted institution of the wholesale merchants' business. They would about as soon consider the possibility of doing business without an office force as without a traveler. On these men lies a good deal of the responsibility in putting the goods across. In their hands to a great extent lie the chances of success or failure. The traveler is the intermediary between the business and the buyer, a vital link—one of the best advertisements that a house can have.

Until very recent date the traveler was considered the exclusive property of the wholesaler and manufacturer. Of late, however, wide-awake merchants have begun to ponder the question. If a traveler can sell goods for the wholesaler, can he not sell them for the retailer as well, they have asked themselves? and there has been no loud-voiced negative to obtrude on this happy thought.

Conditions differ, and the items of sales are more limited, so that the idea has to be modified to suit the particular needs of the individual merchant, but it has been tried and has been proved an entire success. It might prove an entire failure in other surroundings—but the subject assuredly is worthy of careful consideration by every retailer.

The firm of Shannon & Grant, of James St., Hamilton, have rather made a name for themselves, in the brief period in which they have been in business, as a firm standing for aggressive business principles and unique selling methods. It was not surprising then that they should have taken to this traveler idea, and given it a thorough try-out, only to find it a complete and unqualified success.

The Field for a Traveler in a Clothing Store

How can a men's wear and clothing store operate such a scheme, you ask? Well, many clothing stores, as you know, though specializing perhaps, on ready-made clothes, have a department for special orders, suits made to special measure. If a man enters the store and is not quite satisfied with the cut or fit of a suit, he can have a similar suit made-to-order as he would have at a custom tailor, with all the advantages of lower prices, due to the organization that is behind the clothing industry.

Success Lies in the Right Man

This is not, be it noted, always a very large item in the clothing business. That was the first thing that set Mr. Shannon thinking. The second was the arrival of the man who seemed cut out for just such outside work, and Mr. Shannon, after a considerable period of time in which the scheme has been in successful operation, frankly states that finding the right man is just about 100 per cent. of the scheme.

The Right Man Found

The right man turned up in this instance, just as Mr. Shannon had concluded that some such move was a real opportunity. Mr. Shannon's summing up of his qualifications might be epitomized in the phrase, "he was a good mixer." One of those cheerful, easy-going chaps who can go anywhere, and meet anyone, who carries such a buoyant assurance with him that he is a kind of living soft answer, which, as you know, is an infallible method of turning away wrath. He had been selling advertising of a sort, and moreover, he had sold it, spaces on theatre curtains, items in little booklets with no particular advertising value, yet he had sold it. Therefore, thought Mr. Shannon, if he can sell that he can sell clothes.

"Bill, or Jack," he said, the name is immaterial, "what do you think of trying your hand at selling clothes for us?"

"You're on," said Bill. "When do I start, and what do I get for starting?"

These were details that were easily arranged. Suffice it to say that he started at once, and that he got a very respectable weekly

salary. He was provided with a substantial traveling grip, filled with cloth samples, a measuring chart, and a tape-line, and turned loose in the City of Hamilton, that boasts more clothing stores per capita than probably any other city in the Dominion.

Bill's Friends An Asset

Bill started out of the store and took a bee-line for the nearest garage, where a number of his friends worked. That was the valuable part of Bill—wherever he went seemed to be just the place where his friends worked. He had a list of acquaintances that had striking resemblance to the census report of the City of Hamilton. He strolled into this garage with his grip in his hand and stood looking around.

"What are you doing with the trunk, Bill?" queried the interested workers. Bill opened up his grip and displayed the samples to his group of grimy friends, none of whom had the slightest idea of buying a suit at that moment. But the day was hot and it was more comfortable looking over a few samples than to lie on one's back under the rear axle of a Henry Fliver.

He got them interested, and before he left he had pocketed two five dollar bills, the first payment on two new made-to-order suits, and had arranged to call back again and take them over to the store after six to be measured. For when Bill started out he was not an expert, as he is now, with the handy tape-line.

Thus was the system worked. Bill wandered around the centre of the town gathering in his friends, sometimes singly, sometimes in pairs, and in a few instances in bunches of three. Sometimes they took the matter seriously, sometimes they came to the store joshing one another into the deal, but always they came.

A New Kink in the Scheme

One day Bill dropped into the store, moist as a spaniel dripping from a swim. "How are things going, Bill?" asked Mr. Shannon. "All right," said Bill, as he wiped his dripping face. "Say," he continued, "You said when I started this racket that you would be satisfied if I brought in three or four special orders a week, didn't you?"

"Yes, that's right," replied Mr. Shannon.

"Well," said Bill, "I guess I've doubled that count, but I've about worked these few blocks around here to death, and if I carry this packing case much farther, I haven't got any pep left when I arrive. Now I know a lot of fellows out at the B—— garage and a lot of other places, and I'll tell you what I'll do. If you get me some sort of a car to run around in, I'll double the number I've been turning in."

Mr. Shannon ruminated for a while. He thought it out this way. There's a certain little car that can be bought for about $300, that has the interesting characteristic of being worth just about as much, dead or alive. In other words, it would bring about as much money after Bill has raced it around the streets for a season, as it had cost in the first instance. So, as Mr. Shannon figured it out, it really wasn't much of a gamble.

"All right, Bill," he said, "I'll drop over first thing in the morning and get you a car and you can get right to work."

Bill has his car and the ends of the city have seen him, and he has made good on his promise. So that is the story.

Facts and Figures

Now let us leave the narrative form and get down to facts and figures. How did the scheme work out in favor of the store?

Well, Bill made good on his boast, and from the first day he started out he has averaged upwards of $500 a week, and there is a very fair profit on this variety of orders.

But while this is an important point, it is not the most important. It was not in the single item of business, but in the business that came to stay that the scheme proved itself.

Introducing the Personal Element

Bill was a kind of personal representative of the firm—he was the link between the store and his friends—and as has been stated before, you would need pencil and paper to total up the number of his friends and acquaintances. Bill's ministrations took on the nature of a personal introduction. "I'm working for Shannon & Grant," he would say. "You know Shannon. Used to be with so-and-so. Sure know Grant. He used to be in the business too, you must have seen him, the red-haired chap."

There you have the personal introduction that worked wonders.

Bill always got the initial $5. That was the rule, and he never failed to hale the buyer to the store at some time or another. Then, when the suit arrived, the customer was brought in to try it on, little alterations were made and he finally came to pay for the suit and take it home, for the firm never lost sight of the fact that the gist of the scheme was to make friends; and it made them. One or other of the partners always met the man and the buyer got used to the place. Most of these men had in the past bought here and there and everywhere, because they had no particular association with any one store. This association Bill supplied, and it held them and made steady customers of them, so that the $500 weekly sales was, perhaps, the smallest item that Bill had to his credit.

Applying the Scheme to Other Cases

How would such a system apply in other cases?

Mr. Shannon, when questioned on this point frankly stated that he did not know. The whole success of such a move, he believed, was in finding the right sort of a man to do the work. They had been fortunate in their choice.

But the world is a big place. Good mixers are not as plentiful, as say, horses; but let us say for the sake of illustration that they are as plentiful as white horses. There are a certain percentage of them in every crowd. It might take a considerable amount of investigation to find the right man, but such men are unquestionably to be found. Not peddlers, you understand. To induce a man to buy something to get rid of you is going to end by doing you harm, no matter how much money it may bring. It needs a world of tact, and common-sense and cheerfulness, and likeableness. But when they are found they will justify the endeavor. It can be done and done successfully. We have given you the proof.

M. J. Dedman, Niagara Falls, is closing his store. He has purchased the Bernard J. Gough clothing store in Lindsay, and will take up permanent business in that town shortly.

The stock of Arthur Croteau's gents' furnishing store. Essex, Ont., was badly damaged by smoke and water when fire broke out in the rear of A. C. Ransom's general store on January 9. The loss was partly covered by insurance.

CONSIDER THE MIDDLE-AGED MAN

In Winnipeg, at Least, He is Now a Bigger Factor Than Ever—Larger Sizes in Clothes are Needed, a Fact Which Must Be Remembered in Buying—Value of a Good Window—A Pointer on Collar Stock Keeping

J. A. BELIVEAU, of Beliveau Peace Limited, Winnipeg, who operates two of the best men's wear stores in the Western metropolis, was recently discussing business conditions with a representative of MEN'S WEAR REVIEW, and drew attention to the vast change which had taken place in the demand for haberdashery and clothing. This had come particularly to his notice after taking stock recently.

He referred to the heavy demand for goods required for middle-aged and older men, and a falling off in the demand for younger men's goods. This, of course, was to be expected after the remarkable exodus of young men from Western Canada to fight the Empire's battles. Also, older men have been holding down better jobs, at bigger pay, and some of this extra pay has gone to the clothing store.

"Take clothing," Mr. Beliveau said, "most of the suits left on our hands this Winter are small and medium sizes, thirty-sevens and thirty-eights. The big sellers during the year have been thirty-nine's and forty's. The demand for the latter was so heavy, we were practically cleaned out, and, in fact, lost sales in one or two instances through not being able to supply the demand. The medium size has been the big seller, and the buyer today should go stronger on suits from eight up, rather than from four up, as was the case in previous years.

"This has been noticed in all lines—underwear, hosiery, gloves, shirts, overcoats, etc., we are cleaned up on the medium sizes, and have experienced a falling-off in demand on the smaller ones. Naturally this has influenced our Spring buying; we went in heavy on the big sizes, whereas in former years it would have been the other way around. It is not so noticeable in neckwear, of course, but even there, we have not plunged so hard into the flashier kind of goods usually bought by young men."

Mr. Beliveau, who has charge of the Main St. store, has a clothing department at the rear, occupying about half the floor space. When mention was made of the fact that a big demand arose two years ago for fifteen dollar suits, he replied:

"Towards the close of 1914 we featured fifteen dollar suits; we did so again last year, and did well, but to-day woolens have gone up so much in price, our factory cannot produce a suit that we would care to handle at fifteen dollars. The man to-day is paying a higher price for his suits. And it is easier to sell an old blue suit than a new one. The man with a heavy stock of old blues in conservative styles, i.e., standard garments, is lucky. This applies more to blues, but I might say the same about grey worsted. Dealers who are sacrificing old conservative models are foolish; they should be selling them at their full value."

Recently, Beliveau Peace, Limited, installed a new, and very up-to-date front in their store. MEN'S WEAR REVIEW asked Mr. Beliveau if this expenditure had been warranted.

"Decidedly," he replied. "With our old front we were able to dress our window in one unit; to-day we can make

Mr. Beliveau is a great believer in window trims to attract Trade.

J. A. BELIVEAU.

Read his ideas on windows, prices, collar stock keeping and other subjects of interest

eight different displays, by using dividers. We had put a new front in the Portage Ave. store, and found it so profitable, we decided to have one here as well. The value of these up-to-date fronts was noticed particularly when we were showing specials. When a man comes in for a particular tie being shown in the window, you know then that your windows are being watched. With these angular windows, converging towards the entrance, the man is attracted by the first unit, then by the second, and so on until he is at the door, and it is then not difficult for him to enter.

"Any dealer in gent's furnishings who has not got an up-to-date window should take some means, either through his banker or in another way, to spend a thousand dollars on a good front. You can put these splendid windows in an eighteen-foot frontage, or even in less."

"Did the window pay you?" Mr. Beliveau was asked.

He replied: "It has only been in three months, and I venture to say it has paid for itself already. At any rate, the increase in our business compared with last year in the corresponding three months warranted the expenditure."

Beliveau Peace, Limited, value their new window because of the ease with which the units can be changed. If a display is not pulling customers, it is taken out without disturbing any of the others, and replaced by another unit inside of ten or fifteen minutes. Their policy is to show the public something new every day, and they do this by putting in one or two units every morning.

It is a handsome store, the fixtures being of the best, and everything is laid out in good taste. No goods are kept in manufacturers' boxes. Shirts are all shown in wall fixtures with glass doors, which slide upward. Makers' collar boxes are not permitted, the collars being kept in green stock boxes, with two compartments for two sizes.

(Continued on page 49.)

Interior of the Main Street branch.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av. TORONTO-CAN

VOL. 7. MARCH, 1917 No. 3

KEEPING STOCKED UP

"SORRY, I haven't that size."

Perhaps no reply to a request for goods so disappoints a customer. Perhaps no reply so unfavorably impresses a customer with regard to a store. It is the reply, indeed, which heralds an approaching failure, for it means loose business methods, and it means lost customers.

Yet it is hard in the extreme to have the exact thing every customer wants, all the time. Where freak requests are made, of course, the reply, "Sorry we haven't got it," is not to be avoided. But standard goods should be in stock.

Take two widely different lines—collars, on the one hand, overalls on the other. When a customer asks for a certain size in a certain style of collar, he will go elsewhere if he can't get it, and will go with a feeling of displeasure toward the "haven't got it" dealer. If a man wants overalls 36" x 33" he will not be pleased, always, with a 36" x 32". He may go elsewhere for the exact things he wants.

But how is the stock to be kept in such shape that one will always have exactly what is wanted? Simply by going over the stock frequently—ordering often, though the quantities ordered be small.

We know one Eastern dealer who has a certain day every two weeks for inspecting his collar and overall stock. He then sees what will be needed about the time new supplies can be secured, and orders at once to protect himself against this need. Other days this man goes over others, quick moving departments. No danger of things being overlooked, under such a system. No great time expended, either. This practice, indeed might well be more generally followed.

UNITED States manufacturer states that paper clothes are coming as a result of the high price of wool. Publishers will not think that move is calculated to reduce prices.

SELL PEOPLE MORE

THOSE of us who live in the big cities incline to become chesty. Yet many of us realize that for good ideas, and for the views of a man who understands his business, the towns, or small cities are good places to visit. Perhaps the dealers there have a little more time to listen and a little more leisure to think. Perhaps, having fewer customers, they read more—study more how to get the most out of their customers. However it may be the small city or town merchant—if he isn't entirely dead—is very live indeed.

And his problem—how to get the most trade possible from a limited number of customers—is one worthy of thought. Perhaps we're inclined to lay too much stress on the importance of attracting people to the store—or at least to think only cursorily of so satisfying the customers we do get regularly, so meeting their needs, that big profits are shown in our ledgers.

To sell people more, will be better for the business than to sell more people.

OVERALLS for women now. Evidently the manufacturers have reflected on the remark frequently made that So-and-So's wife wears the ———.

A CURE FOR THE BLUES

AS a cure for the blues, to which we are all more or less prone, might be recommended a trip to the moderate-sized centres throughout Canada, and a talk with the merchants of these centres.

Business, these men say, why it's fine.

Face the merchants dealing in men's wear with the argument that 350,000 men are wearing khaki, and so need no other clothes. Hurl at them the application so often made to this fact, that as a result of these 350,000 men not needing clothes the men's wear business must be bad. They only smile. That sounds plausible, they say, but it isn't so. True a lot of men who bought shirts, hats, suits, overcoats from us are overseas. Some, also will never need clothing again. But the men and boys, who are here are buying in quantities which more than make up for the loss thus sustained.

Men's wear, they will explain is not a thing for which the demand is fixed. So many heads, so many hats? No. A man may make a hat do two years. He may buy four in a year. So with shirts, suits, and even the less noticeable part of his apparel, such as socks and underwear.

Prosperity has made of each man a larger buyer. Save more, says the government, and the country saves. But the men and boys aren't saving to a point of niggardliness in expenditure for clothing.

Well it is that such is the case, for clothes have a great effect on a man's feeling. Well dressed, one holds one's head up—neither looks up to the rich nor down on the poor—Looks straight out like a man should.

No business is not bad. Quite the reverse. In the men's wear line as in other lines, it is exceedingly good. Localities where the trade has suffered probably do exist, but the country over men's wear stores are turning over stocks, perhaps as never before.

THE "400" LEAVE FOR "THE BREAKERS"

"The Breakers" Doesn't Refer to the Hotel Brigands, Though They are Doing Their Bit—What is Being Worn at These Winter Resorts, Described

WELL, my friends, this is the season of the Exodus here in little old New York. When are you going South? is the question most often heard at the theatre or the roof garden. If you announce the date loudly, you are of the elect. If contrarywise, you mumble something about business, and the healthful character of the New York Winter. You are in a class by yourself, and being by oneself is the last word in honor for the New Yorker.

All the 400 are going, and the thousands who ride in the trailer behind this 400 will also be on hand with their eyes pinned on these great ones, with the faithful adoration of a "Poor Dog Tray."

Oh yes, the green busses will still parade up and down Fifth Avenue, and on favorable days the three million will still fight eagerly for a seat on top. But the 400 fixed stars and their thousands of satellites will be doing their best to lighten the early twilight at Lake Worth.

Spenders Go And Spenders Stay

With the exodus of these crowds will go the very cream of the spenders. True, there will be plenty left to keep the old town from stagnating, magnificent spenders of what used to be the hard-earned dollar still remain, but down by the side of the Indian River, and along the palm-shaded walks of the "Breakers" or the "Poinciana," there will also be some remarkable spending.

"Mine Host" of these quiet hostelries will do his sophisticated best to see that none of this surplus wealth returns with this Butterfly crowd when it turns Northward once again.

But I must curb the inclination to write in these polished periods, a habit gained no doubt from much reading of international notes, and adopt a more mundane style.

Be it noted, therefore, that this florid peroration is merely leading up to the fact that the needs of these grown-up folk with the long play hours, have been absorbing the attention of the New York trade. As you are interested in what New York is wearing, it may be of interest to you to know what these scions of New York's idle rich are contemplating wearing down in the land of the Alligator and the ebony human. For what they wear in the haunts of the late Ponce de Leon, all New York will later be wearing in the peanut-flavored precinct of Coney Island.

Palm Beach Suit is the King Pin

Judging from these indications, the Palm Beach suit is going to be more than ever in evidence. The idea does not seem as gladsome now with the wind whistling in from the Battery, as it will some months hence.

When I speak of Palm Beach suits, let me be understood as using it as a family name. If you will follow me to one of those stores that caters especially to the gilded spender, you will note all the varieties made after the special patterns that they have stamped with their approval.

Consider the Decorative Button

There, for instance, is an example of the very newest thing. It is of grey, unfinished flannel, slightly longer than usual; note also that it has buttons of the same material as the coat. There is something decidedly new about that. We have been wedded to the bone button, save in the more formal wear. Consider the vista that opens up before the clothing maker with the idea of fancy buttons.

But to return to the coat we were examining. The back is fairly full. Do you catch the meaning of these simple words? 'Twas thus I interpreted the description of the salesman. He said it had, "the suggestion of a three-fold drape." Well, let it go at that, even that has a certain suggestion to even the "Nobody Home" type of intellect. The sleeves are plain with three buttons and these buttons actually do button, though they serve no very useful purpose thereby.

Pockets Running North and South, Instead of East and West

Perhaps your heart would soften more to that Alpaca model. Mayhap you have a penchant for just a little touch of the unusual. The general lines of this coat are the same as that previously described. The two main pockets are cut up and down with a button in the centre to keep the contents from casting themselves headlong. This system suggests certain advantages for the tourist. Hotel keepers and other hunter folk will thus be enabled to go through the pocket with the least possible inconvenience to the occupant of the coat.

There is a conventional enough looking patch pocket on the upper left-hand side, probably for the occupants own private use. On the left front exposure, as the architects would say, there is a coin pocket of the patch variety; it has a strikingly novel appearance.

SOMETHING NEW IN AUTOMOBILE WRAPS

These White, Even to the Buttons, to Make the Dust Invisible — The Latest Word in Evening Wear is Illustrated at the Poinciana—Panamas Very Much the Thing

Yellow homespun is another variety of cloth that is favored. Bright, no doubt, and warranted to catch the attention of the passer-by, even in the land of sunshine, but who wants to be dun colored in the cheerful Summer world? The coats made of this material have three buttons. The curious part about them being that they are intended for actual use, quite an oddity now-a-days. The coat flares very sharply in front, and has a single-breasted notch collar vest. This combination is intended to be used with white corded trousers.

The belt apparently has not lost its favor among the idle rich. There are many varieties of these styles from the belt all round to the belt that appears coyly only at certain intervals around the waist. The full-belted coat has the belt stitched all the way round. It is indeed only a similitude of a belt, but it is none the less popular on account of this little deceit. The back is cut in four sections, and there is a large vent at the centre seam.

There is also another model belonging to the Norfolk family, though probably the good old standard Norfolks would hardly be willing to admit the relationship. In this model the belt appears at each side, giving it a pinch effect and lending quite a decided flare to the skirt of the coat. There is something less formal about this particular model —a certain hint of studied carelessness that is considered quite a triumph.

Trousers, oh yes, they must be full and wide, for thus the colony demands them.

Mackintoshes and Motor Coats of Many Forms.

Mackintoshes there are in abundance, mainly in white or light colors. Herein, perhaps, the Summer fashions may not follow in such close accord. For these are so colored because of their use as auto dusters, as a protection against the gleaming white dust of the Florida Coral roads that make these roads look in the distance like a shining ribbon of silver.

Let us turn from these poetic numbers to the more prosiac task of describing these coats. Here is a sample, for instance, made of full-draped twillet, the mode **par excellence** for motoring, roomy, light in weight and color, with not even a dark button to show where dust has settled.

Some Sporting Models for Hunting and Fishing

Here is still another model. It has a cape something after the fashion of the opera cape. It is made in white and taupe.

But let us consider the sport coats. Here is the ubiquitous trench coat. Think of a trench coat in the Florida sand. Can you picture it? Yet here it is belt and pleated pockets and all. Sweet indeed are the uses of prosperity; better the Florida sand than the Flanders mud. Be it noted, however, that this is distinctly to be considered as a sport coat to be used only when spearing or lassooing alligators. How is it the Florida native is attacked, anyway? If you are a follower of the peace at any pricers, and hate the suggestion of trenches, even such a far away whisper of a suggestion as this, there is another model that may appeal to your tastes. It hangs loose from the shoulders and has a kind of overhanging eaves suggestion in a shoulder cape a few inches in depth.

What is the use of such an addition? And there you have me at a disadvantage, just a little touch of something different is the excuse the designer makes for it. There you have it, my friend. What all the world, what all the New York world at least, is seeking, something different.

Now take a glance at these dress clothes, for a man might better journey to Palm Beach without his pocket-book than without his formal dress. Picture yourself then the sad extremity of a man so ill-provided.

If You Forget Your Swallow Tail, You'll Have to Stay in Bed

The formal swallow-tail for the young man is satin-faced to the edge, and has an extremely narrow skirt at the bottom. It is adorned with satin cuffs and is piped with satin about the collar and breast pocket. The dinner coat has a peaked lapel and is satin-faced to the edge with crescent-shaped pockets. The collar and pockets of this are also piped with satin. This is the garb outlined for the young man. If you are as old as I, dear friends, a little less piping here or there is of less moment. One grows in carelessness if not in wisdom, and the shape of a pocket or a button is not of the same vital importance when one's barber has given up his vain attempt to make a lock of hair cover the growing bald spot, as it was, well, as it was, when we were twenty-one.

What about hats? The Panama is the thing. The stiff boater in coarse straw will indeed be worn, as will also the Leghorn, but the Panama will certainly adorn the brow of those who would most closely follow in the foosteps of the noble four hundred.

(Continued on page 78.)

Oh! What a Change! This fine front now beckons trade, where formerly a bar beckoned. The trim is attractive and is one of those which helps Meagher Bros. build up their business.

SELLING MEN'S WEAR ACROSS THE BAR

Meagher's of Belleville, Now Have Splendid Store Where Formerly Was Bar of Old Anglo-American Hotel—Small Part of Actual Bar Still There—Splendid Idea in Rest and Parcel Rooms

SINCE the sixteenth of September last a new class of goods have been largely sold across the bar. Sandwiches have taken the place of sloe gin rickeys. Indeed the old free lunch of pigs feet, sausages, and other thirst producers, has given place to the pay lunch. Reports received from any parts of the country indicate clearly that trade has improved as a result of prohibition. Men's wear business has been perhaps especially stimulated by the lack of stimulants. It is doubtful, however, if anywhere in the Dominion can be found as direct a case of the men's wear business benefiting from the closing of the bars, as in Belleville. There "Meagher's" has opened up in what was the bar of the old Anglo-American Hotel.

Of course the place has been remodeled—the fine front here shown will indicate that; yet at the back of the store a part of the old bar stands. So it may be said that shirts, collars, ties and suits are now being sold across the bar.

Oh Those Jokes

There's plenty of room for the facetious to make merry about this. We've already heard remarks about the possibility of getting a collar for a "horses neck;" also queries as to whether every Tom, Dick and Harry is served, or only "Tom and Jerry."

Some of these jokes aren't bad either. And they are delightful in that they aren't **on** any one. They aren't on Meagher Bros. for they are doing a fine business and serving a community with goods which do it good. The jokes certainly aren't **on** the community. No they are just harmless jokes. Some may say the jokes are on us all, for having stood for the bar so long—well, perhaps.

Making a start

While it has only been open a few short months this store of Meagher's has already formed a splendid connection—with the people of Belleville, and also with those who come from the many rich farms of the district. Of course building up this connection was not as difficult to the Two Meaghers at it would be to strangers. They are not in any way strangers to the city or locality.

As C. V. F. Meagher tells it:—

"Our home town is Napanee where we opened up a clothing business in 1905, and after meeting with fine success sold out to the Graham Co. in 1912.

"We then toured the West, intending to locate, but returned East deciding solid old Ontario was good enough. We engaged with the Ritchie Co. here and were with that firm for four years in the same line waiting for the right stand. When we were able to secure this we gave up our positions on Nov. 11, 1916, and in just three weeks from the start of the hammer we opened our doors for business. Must say we recieved a fine send off and have great faith in the future."

A Family of Men's Wear Men

Before returning to Napanee in 1905, I was four years with the M. Friedman & Co., Grand Rapids, Mich., as buyer for their silk department and have visited all the large buying centres of the States. My brother, Geo. H. Meagher has spent the past twenty-five years in the clothing business and our father, W. H. Meagher, is one of the oldest travelers on the road to-day."

Solid experience, it will be seen, behind this firm.

Out of this experience has grown one somewhat unique feature of the store—a feature which might perhaps be adopted by men's wear dealers in other localities to the advantage of their business.

Cloak Rooms Established

Meagher's wanted to get, among other things, the trade of the farmers. How to do it, that was the question. Personal acquaintance, location, these things helped very much, but something more was wanted, and it was determined to establish in connection with the store, clock rooms where farmers and their wives might leave their heavy wraps, their parcels and what not. Where also they might

rest for a time, or get warmed up after a ride through the winter air.

Behind the store is the old hotel stable, still in operation. A door at the back permits the farmer's wife and the farmer to enter the store from these stables. They are at once in comfortable quarters, where they may free themselves from their parcels. There are lavatories in connection with these rest rooms.

One day, when a representative of MEN'S WEAR REVIEW was in this store, there must have been twenty or thirty women who passed in and out of the cloak room. A good number of them bought in the store. Where else would they buy the boy's clothing and similar lines which they needed? Where would their husbands and sons be likely to fill their requirements? Providing the store had the right goods on sale—and to that of course, the proprietors have seen.

The Interior Arrangement

This store, by the way, is 100 feet deep with a frontage of 20 feet. One is largely given over to the display of men's and boys' clothing. The suits are kept in double deck racks along the wall, the overcoats on single racks at the rear. On the other side are the furnishings—the wall having a good deep shelving, upon the top of which unit trims are used—these being frequently changed.

The store is equipped with an indirect lighting system, and the effect at nights, and on dark days, is very good.

Such is the store recently opened in what was for many, many years a bar.

Speaking of the bar, let us all step up and toast "Meagher's."

"Success!"

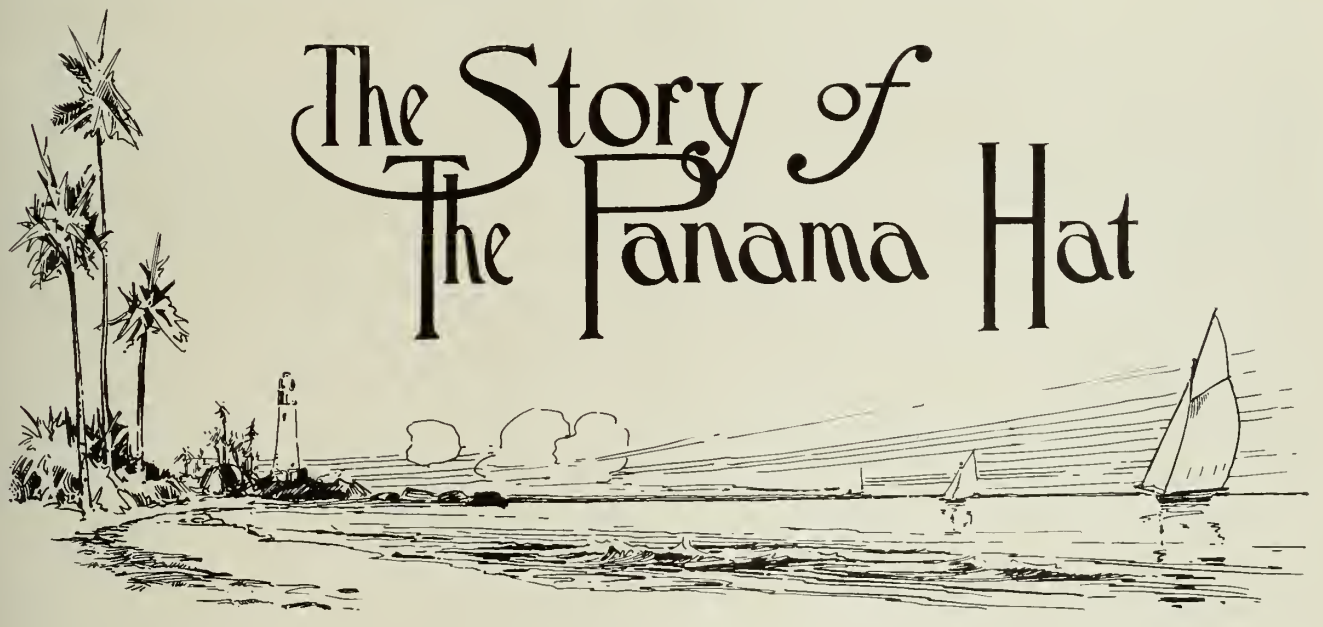
CONSIDER THE MIDDLE-AGED MAN.

(Continued from page 44.)

Mr. Beliveau did not think yellow or white collar boxes went well with fumed oak, so he had special dark green stock boxes made. He always keeps twelve collars of each size forward, and the reserve stock downstairs.

When collars are taken from reserve stock, the label is torn from the cover and placed on one side. Every Saturday these labels are collected, and the same amount ordered from city jobbers. Not more than two dozen of each size is carried in reserve, so that no risk is taken by buying in this manner.

An effort is made by the management never to allow a customer to wait after entering the store. If all the clerks are engaged, a clerk is called from the clothing department. There is a system of buzzers all over the store, by which a clerk can be called easily from the rear or the basement.



The Story of The Panama Hat

ABOUT twenty years ago the Panama hat made it's appearance on the continent, but that does not mean it's manufacture was only then commenced. Far from it. Notables of distant generations have protected their brains from a too severe sunning with these light, flexible, and exceedingly attractive hats. It is said Napoleon wore such a head dress—though this was not the one he selected when posing for that well known picture wherein his arms cross so thoughtfully over the back of his chair.

Hat Centuries Old

Centuries ago the natives of Colombia, Venezuela, Guiana, Ecuador and Peru discovered that a palm, which grew wild in their countries had a leaf from which could be constructed hats of remarkable fineness and lightness. Then they wove these hats on their knees—wove them for themselves, or their neighbors, or perhaps for barter through the town stores. These early Panama's were made as fine as possible, months of work often being put into one hat.

Enter the Sailor Man

But finally there came to their ports a sailor, Pizzaro by name. Jack ashore, you know, is always a free spender—making up in a few days for his lack of spending opportunities while at sea. Now this Captain Pizzaro saw these hats. He fancied one for himself, or perhaps to send to the girl to whom he had been true—well since he left his last port. Anyway he bought some hats, and it was he who took these to the Northern Countries, thus starting an appreciation of the headwear which has grown until to-day thousands wear them—starting a demand which has revolutionized the manufacture of Panamas.

Why "Panamas"?

By the way one might imagine, from the name, that Panama hats come from Panama. But no. They must be

Everybody works, including father, among the South Americans, who earn their livelihood by making Panama hats. Some are here seen stripping the palm leaves, others weaving, and some bundling. In the upper part of the picture is seen the roof garden. They work up there too, though the ladies naturally paused to pose for the camera.

classed with the English walnuts which come from France, and the Roast Beef of Old England, which comes largely from our own West. Panama hats come largely from Colombia, Peru and Ecuador. But the first shipment of these hats—Jipajipa as they were called by the natives—were made through the port of Colon, Panama, and from this the name "Panama" originated.

Speeding Up Manufacture

As has been said the hats, as originally made by the natives, took weeks or months to finish. They were, therefore, high in price, and those who could buy were few indeed. But the opportunity for a new industry attracted the usual number of business men, and word was brought to the natives that a big sale in these hats could be developed if the price could be reduced. That idea resulted in the abandonment of the idea of quality of production in favor of the idea of quantity of production. This, of course, is only a comparative statement, for even in the cheapest genuine Panamas of to-day the quality of workmanship is high indeed.

Preparing the Leaf

The palm, from the leaf of which Panama hats are made, grows wild in many of the South American countries. But much has to be done to these leaves before the actual weaving of the hat commences. The young and tender leaves are gatherd before they unfold. All the ribs, and coarse veins are removed. The rest, without being separated from the base of the leaf, is reduced to shreds—this work being done entirely with the finger nails of the workers. The first cutting of the leaves is made when the palm is about one year old, after that the leaves are gathered from two to three times a year.

Once gathered, and reduced to shreds, the tufts are placed in large earthenware jars from three to four feet in height, and are soaked in water to which has been added the juice of three or four lemons. After a soaking of from six to ten days the vegetable saps and resins have been removed, and the tufts are lifted from the jars, and hung in the sun. Several days of this sunning is required to bleach them.

The Work of Weaving

After this drying and bleaching the tufts are again stripped by the nimble fingers and tough finger nails of the workers—this time into fine threads. All is then ready for the actual weaving of the hats.

An Erroneous Idea

Originally this weaving was done only in the early morning, or at night when the dew was covering the ground, as the fibre is then flexible. But the demand for speed in manufacture has made necessary continuous work. So, from early morning until late at night, whole families will sit weaving. But in the heat of the day the

fibre is continually dipped into water to keep it moist. This is undoubtedly the cause of the erroneous idea that Panama hats are woven under water.

The natives start weaving the hat at the top, which is called the button and many of the various makes of hats are known by the button, and the edge, for each country seems to have its trade-mark in the design of the tip. The hats now are woven on blocks instead of on the knee of the native. This improvement in the weaving makes it possible for the Panama hat makers and finishers to produce the beautiful shapes the trade will see displayed in the various windows of the men's hat stores in Canada.

So the hats are made. Then follows the work of conveying them to central markets where agents make their purchases, sort into the proper grades, nest and pack the hats into bales, and thus ship them to the large importers of the Northern Countries. Then the hats are blocked and finished—work which also requires the greatest skill.

It is only within the last year that such finishing of Panamas has been done to any noteworthy extent, in Canada.

LESSONS LEARNED FROM A FIRE

Stock Boxes Effected a Saving in Goods—Boxes to be Used for Many Lines—The Matter of an Adjustment—Advisability of Fire Sales.

DURING the New Year holiday, a fire broke out in the store of Stiles & Humphries, 261 Portage Ave., Winnipeg, ruining the stock, and doing considerable damage to the building. Ernest Misener, who has been in the employ of the firm for many years, and was with them on the occasion of a fire four years ago, has supplied some information on what was learned as a result of the fire.

"The first thing we learned," he explained, "about this fire, and one of the most important things, was that it had been caused by wax oil (supposed to be inflammable), which had been used for polishing the fixtures. How this happened, we do not know; the explanation is covered by that vague term—instantaneous combustion. The fire probably originated through some chemical action between the wax oil and the cheesecloth.

"We have since learned of five or six cases where small fires have been caused by the same thing—unimportant incipient fires they were, but nevertheless, having the makings of a fire like ours had it happened during a holiday. In our case we would probably have caught the fire had it broken out on any day but a holiday. We would urge dealers, therefore, when they use wax oil for polishing their woodwork, to keep the cloth in a receptacle where it can do no harm in case of combustion.

"Another thing learned from that fire was that stock boxes saved much of our goods, and we wish we had had more of them. These were boxes made of good stiff cardboard, having handles on the front for drawing them out of the shelving, lids, and labels on the front bearing a description of the goods. In some cases the boxes were seriously damaged, yet the contents were not injured at all.

"It is our intention when ordering fixtures for the new store, to have stock boxes for shirts, woolens, gloves, and many other lines, half the length of the store. We may never be so unfortunate as to have another fire, but the boxes will be worth the outlay. They keep the goods neat, and are at once presentable to the customer. In the case of shirts, say, it is only necessary to take down a box containing the customer's size; to show him designs of which you do not carry his size, is waste of time. Dealers cause themselves considerable trouble in their hat department because they are unable to show them in sizes. A customer sees a shape which he likes, but you do not carry his size; then he is not satisfied. But this is a difficulty which cannot easily be overcome in the case of hats.

"We intend to spend about seven hundred dollars on the stock boxes mentioned above, as good ones usually cost in the neighborhood of $1.25 or $1.50 apiece.

Getting an Adjustment

"It is not necessary, of course, to say that every merchant should be fully insured so that he will not be caught when the fire does come; and in placing his insurance, he must exercise care, and see that he is not carrying too much or too little for the stock carried. The ordinary care taken when signing any contract should be taken when buying insurance, to see there are no flaws in the contract. Where the company is a good one, as soon as the Government has satisfied itself that the fire was accidental, the insurance company's cheque comes through promptly.

"It will be necessary first for the company's representative to make an estimate of the value of the damaged stock. Usually they come pretty near the mark, and it is up to the dealer to decide whether he will accept their offer, or take the whole of his insurance. He can do either. He may decide that by holding a fire sale he can make a little money out of the salvage.

Holding a Fire Sale

"In coming to a decision regarding holding a fire sale, the dealer must take into consideration whether he or his men are capable of running such a sale successfully. Where a store has been used to sales there need be no doubt, but in the case of a store where sales are not customary, it might be wise to place it in the hands of an expert.

"The dangers are many. Where an effort is made to get too much for the stock, the public will soon talk about it, and once the public understand that bargains are few, the sale is a failure. On the other hand, where prices are made too low, the dealer is running a risk of losing money, as the insurance companies are good judges of value. No general rule can be followed. In this fire we sent two loads of unsaleable stuff to the orphans' home, to be cut up for quilts. Four years ago we had a fire where most of the damage was done by water; in that case there was not a single article but what brought a price of some kind.

"We intend to open our store again. The layout will be much the same as before, except for the addition of stock boxes as mentioned above. The clothing department will probably be larger."

Lce.-Corp. A. A. Harris, cousin of S. C. Harris, local manager for the Tip-Top tailors, St. Thomas, Ont., wounded when with the 5th Machine Gun Co., June 14, 1916, has just returned home. He is expected to be made machine gun instructor of the 205th Battalion at Hamilton.

At the annual meeting of the shareholders of The Redmond Company, the following directors were elected for the ensuing year: James Redmond, C. J. Redmond, R. S. Coltart, R. M. Redmond, W. A. Matley. At a subsequent meeting of the directors the following officers were elected: C. J. Redmond, president; R. S. Coltart, vice-president, and managing director; R. E. McIlhone, secretary-treasurer.

INTEREST ON OVERDUE ACCOUNTS

Can a Merchant Charge Interest on Accounts? — What Per Cent. Can Legally be Charged?—Under What Conditions Can He Not Get the Amount Allowed Under the Law?

Is it legal for a merchant to charge interest on accounts? If so, when can he start to add interest? And how much interest can he charge under the law?

WALTER E. LEAR.

YOUR question is simple enough as asked, but to give you a short, simple answer would be dangerous. The answer to the above question all depends upon the particular circumstances of each particular case.

Let me take the retail merchant first. A customer telephones in an order for goods. The merchant delivers the goods. If this is the first order the merchant has received from the customer and if the customer has not asked for credit for any stated period, then the law presumes that the customer agreed to pay cash for the goods, either on delivery or upon the receipt of an invoice. In such a case, if the customer does not pay up at once, the merchant is entitled to charge 5% interest on the amount so overdue. He cannot charge a higher rate than 5%, no matter how his invoices may be drawn. Statements printed or stamped on invoices to the effect that **interest will be charged upon all overdue accounts at the rate of** 8, 10 or 12%, have no effect whatever, in such a case, because the customer did not agree to pay any such rate of interest and it always takes two to make a contract which the law will enforce.

Now supposing the customer has been in the habit of dealing with the merchant and the merchant has been in the habit of sending out monthly statements. Here the law presumes that the customer will pay the account within a reasonable time after it is received. If he does not do so, then the merchant is entitled to charge 5% interest on his overdue account, but no more, because the customer did not agree to pay any rate of interest at all and it is only by operation of the law that the merchant is entitled to charge the 5%. The law permits the merchant to charge the legal rate of 5% interest from the time when the customer should have paid the bill until such time as he actually does pay it.

Again, a prospective customer writes in to either a wholesaler or retailer and asks on what terms goods will be supplied to the customer; then is the time for the merchant to mention what rate of interest he will charge on all overdue accounts. He can thereafter collect any rate he mentions in his reply, because **the Interest Act,** Revised Statutes of Canada (1906), chapter 120, section 2, provides: "Except as otherwise provided by this or by any other Act of the Parliament of Canada, any person may stipulate for, allow and exact, on any contract or agreement whatsoever, any rate of interest or discount which is agreed upon." But, if the merchant fails to mention interest on overdue accounts, he will be allowed only 5% interest from the time when they should have been paid until the time when the accounts are actually paid. The letter asking for credit and the reply by the merchant when read together constitute a contract or agreement, provided that goods are ordered by the customer. The merchant cannot collect a higher rate of interest on overdue accounts than the cusotmer has agreed to pay, but the customer must pay at least 5% interest on his overdue accounts, because the law presumes that he will pay his bills as they become due, according to the terms of credit agreed upon.

There is one exception to what I have just been saying as the merchant's right to stipulate for and recover any rate of interest on his overdue accounts. The above is perfectly good law so long as the rate of interest mentioned is so much per centum per annum, but for some unknown reason merchants have the foolish habit of printing statements on their invoices to the effect that interest at the rate of 1% per month will be charged on all overdue accounts."

If such statements are made in a reply to a letter asking for credit or on invoices, etc., they have the effect of reducing the rate of interest which may be collected to 5%, because by section 4 of the above Act it is provided: "Whereby the terms of any written or printed contract, whether under seal or not, if any interest is made payable at a rate of percentage per day, week, month, or at any rate or percentage for any period less than a year, no interest exceeding the rate or percentage of 5% per annum shall be chargeable, payable or recoverable on any part of the principal money unless the contract contains an express statement of the yearly rate or percentage of interest to which such other rate or percentage is equivalent."

I wish to particularly warn merchants from collecting interest, upon the assumption that they have the right so to do, because they have such notices printed on their invoices. The rate of interest sought to be charged must be stated at so much per centum per annum, not 1% per month. If the merchant collects 1% per month interest from any customer, then the customer has a right action against the merchant, for section 5 of the Interest Act, provided: "If any sum is paid on account of any interest not chargeable, payable or recoverable under the last preceding section, such sum may be recovered or deducted from any principal or interest payable under such contract."

My answer to the above question is, that a merchant may collect any rate of interest on overdue accounts, which the customer has agreed to pay, provided that the rate of interest is so much per centum per annum; and in case where no rate of interest has been agreed upon, then the merchant is entitled to collect 5% per annum on overdue accounts, from the time when they ought to have been paid until the time when they actually are paid.

P. L. Beach, Morse, Sask., has sold his men's furnishing store.

J. H. G. Eccles, men's furnishings, Hamilton, Ont., has sold out to K. L. Fawell.

A MEN'S SIDE-LINE IT PAYS TO CULTIVATE

Profits Pleasantly Made Through Appreciated Store-Service Rendered to Customers — Success Assured Through the Simple-Seeming Yet Subtle Association of the New Collar and the Clean Shave

SUCCESS and the stocking of safety razors and blades by up-to-date men's wear stores are synonymous terms. And yet strange to say, not a great many men's wear dealers are wise to the fact. Not many men's wear dealers stock safety razors. Far too few realize as yet that there is a great and growing demand for safety razors and supplies for them, and that in the stocking and selling of them men's wear dealers can not only render a welcome service to their customers, but can also clear excellent profits for themselves.

That this is no theory, but a tested and tried business move is well shown by the experience of Livinson's Haberdashery at 23 St. Catherine street West, Montreal. In conversation with Mr. Livinson the other day MEN'S WEAR REVIEW heard much enthusiastic argument in favor of the handling of safety razors by a haberdashery store, and Mr. Livinson gave very freely a bright and inspiring account of his method of doing business in this line of goods.

New Collar; Clean Shave

To begin with, and very strangely as it may seem, the Livinson Haberdashery's brisk business in safety razors has arisen almost directly out of the fact that there is a barber's shop close by, next door in fact. Livinson's have a big clientele of young men customers. The barber next door has a similar clientele. The boys come in for a shave, and the clean shave at once suggests the clean collar. Over and over again, as Mr. Livinson noticed, young men would drop across to his store for a new collar which they would put on right in the store, sometimes buying a new tie, or a handkerchief as they might require for the evening.

Now the man who gets the habit of being shaved by a barber every time begins by and by to realize that this is rather an expensive habit, and by and by the young men who dropped in to purchase collars after having visited the next door barber began to talk readily enough on shaving troubles generally.

Smart Dresser; Safety Razor

It was about this time that Livinson's happened to have one or two safety razors on the counter 'just for an experiment to see how they'd go.' Mr. Livinson, who takes a personal interest in his customers, learned a good deal about tender chins, and stiff growths of beard, and when a non-safety razor had nicked a chin just where the wound would certainly touch the new collar, and caused an unsightly stain, why the selling argument for the self-used safety razor was simply there ready for him to use. He used it, and sold many safety razor outfits. He is still selling safety razor outfits, and what is more he is steadily disposing of safety razor blades to a small army of his customers and making a nice little addition to his weekly profits thereby.

"Blades On Sale HERE"

Within the Livinson store there are displayed here and there usually pretty near the collars and the shirts, neat cards stating that So-and-So's Safety Razor Blades are on sale in dozens and half dozens. At the outset of making this business department grow, Mr. Livinson had a large lettered streamer across the back wall of his store announcing the fact that Safety Razors and Blades were on sale, and he has by no means discarded the idea of using this larger form of publicity, occasionally, when the advent of new customers in considerable numbers indicates the necessity for reminding his masculine patrons of the extra service the store is ready to render them.

Big Business in Blades

"I handle and dispose of several dozen packages of blades every week," said Mr. Livinson, "and safety razor outfits from time to time quite steadily, I would sell blades singly to the class of customers I have who have to rush their dressing for an evening's outing, and who make a dash for the barber's and then over here for a clean collar as many of them do. If I thought it wouldn't infringe the barber's field of business to any extent I'd be ready to fix up a mirror, and supply hot water, and a safety blade holder, sell a man a new blade, and let him shave and clean up right in the back of the store. I find this safety razor business exceedingly good."

"Do you do any window display work in connection with it?" asked MEN'S WEAR REVIEW.

"Certainly we do, and we find results come rapidly from it. Look at this."

A Neat Display Device

Mr. Levinson indicated a large card figure of a clean shaven young man devised so as to hold in his uplifted right hand, a certain well known, and well advertised brand of collar.

"It happens," said Mr. Levinson, "that that man's hand can very neatly hold a safety razor instead of the collar, and he makes a fine display device for either the window, or for inside the store. We have got good business in safety raozrs by the use of this simple device. The man is fortunately, clean shaven, young, and admirably suited to suggesting the qualities of the safety razor to produce with the utmost ease, the dressy effect young men are after for the most part."

Other advertising devices were visible in the store, and showed unmistakable relation to safety razors. The "sporty" apearance of a certain ferocious looking plaster bull-dog in natural colors, and the Union Jack not far distant, suggested a certain familiar and powerful advertisement for a well-known line of safety razors several of which in various patterns were visible in the show cases of Levinson's store.

Shaving Hints Count

"Yes, we use these too, every once in a while, in a window or a store display," said Mr. Livinson, "and they make a good hit with customers. I have found also that it is appreciated by customers if a little shaving hint is given occasionally when selling blades of a safety razor outfit, or even only when selling collars and the customer mentions as they sometimes do, that a rough-edged collar hurts where the skin is tender through shaving. I have given hundreds of boys the tip that to immerse the safety razor, blade and all, into the hot shaving water before beginning to shave, makes a difference in favor of easy shaving, and have been thanked for it later on. I have been thinking also of stocking shaving creams and after-shaving emollients for the skin. We are asked for them often enough, and could certainly sell them.

"I am not a believer in re-sharpening of safety razor blades, and as a safety razor user myself, I can point out

(Continued on page 56.)

Here's Our Easter Sunday CHART

COAT—Black or dark grey cutaway, with or without braid.

OVERCOAT (if any)—Oxford grey Chesterfield.

WAISTCOAT — To match coat, with white edging, or fancy type.

TROUSERS — Striped, dark grey worsted; preferable to matching coat.

HAT — High silk, broad felt band.

SHIRT AND CUFFS — White P.K., plain or pleated, single or French double cuffs.

COLLAR — Small tab wing, round, or square, or poke.

CRAVAT—Dark grey with all-over pattern in black or white or purple; black with white stripe weakening; plain grey discarded; lavender shade possible.

GLOVES — Grey suede or silk with black stitching on back.

SHOES — Patent leather, lace kid or cloth top, or buttoned with cloth top.

JEWELRY—Gold, with a few favoring pearl.

HOSIERY—Black cashmere or accordeon silk.

CANE—Dark brown or black malacca, silver mount.

Here's Our Easter Sunday MAN

Even to the button-hole bouquet the young man is ready for Easter. We "called" him a little on his shoes, but he insists they're the thing, and he has some backing for it, too.

QUIZZING DEALERS ON EASTER OUTFITS

Almost a Babel of Opinions on His Cravat—They Agree on the Collar and Gloves, but Differ on Lace or Button Boots—Discarding Braid on Cutaways—More Dark Grey Sold Than Black—Ending With Cane and Bouquet.

"WHAT should a man wear for Easter Sunday?" The man behind the counter in one of Toronto's best known men's wear stores repeated the question asked him by MEN'S WEAR REVIEW.

"Why, yes, that's a simple matter, he went on, "Here it is," and he opened up a chart issued by this firm and pointed to a division of it under "Day Dress" with the heading "Day Weddings, Afternoon Call and Matinee Reception."

He looked at the next column, "Coats and Overcoats," and read, "Black Cutaway, Chesterfield or Skirted Overcoat."

He paused. That would hardly do. "Why, really, instead of a black cutaway there are quite as many dark grey suits sold now. You had better add very dark grey vicuna, for that is the material that we use mostly."

His correction of this for Easter Sunday wear was verified by calls at Bilton Bros., Stollery's and other of Toronto's high-class stores. Score's, for example, sell over 60% of the dark grey to less than 40% of the black in the cutaway coat.

For the overcoats most agreed on the Chesterfield, with a few favoring the alternative, the skirted overcoat.

Rapid Weakening on the Coat

A point that was at once raised here, was as to whether the coat should have braid. All agreed that the braid was good and that probably far more coats were made with this than without it, but as one expressed it, there was a feeling towards getting away from the braid simply because there were so many that had used it.

In the case of the vest there was also a difference of opinion. Score's would match it with the coat, with the white edging that has been so popular in the last year or two. Biltons were rather in favor of a fancy vest and showed a very neat one, a rather exclusive style in a silk mixture, with small pattern in a sort of a Bakst coloring.

So far as the hat was concerned, the high silk with a fairly broad band was agreed upon by all.

For the shirt and cuffs—stiff or pleated—white was in favor. Biltons fancy the pique or French Madras with pleats preferable to plain, in various widths. The side pleats, they held, were better than the box, as the latter tore too easily in laundering. The single or double French cuffs, starched, were equally admissible.

It was when we came to the "cravat," commonly called the "tie," that the difference of opinion was most marked.

Discarding Black Tie With Stripe

Score's were for a corded silk tie with a black ground lightened by a white pin stripe or a pin spot. Biltons, on the other hand, held that the stripes were almost dead, and they showed some very dainty greys with a larger dot than the polka, about half an inch wide, and about an inch and a half between them in the pattern. Large allover patterns, both in black and grey and black and white, were quite common. Another was a satin-finished tie in two tones of grey in a neat allover leaf pattern with the stem in white.

There was another light plain tie, in a sort of putty shade, or between a buff and a putty, and Mr. Bilton also considered a lavender, a very delicate shade, as quite good style.

At Stollery's they are showing grey ties with an all-over effect in a black fleur de lis pattern, or a dark grey with an allover pattern carried out in white. They favored small figured patterns and declared that stripes were not selling now. Purple will be introduced with a black and a grey, the purple being in a small figured pattern.

There you have the tie controversy, with the preponderance of opinion against the continuance in favor of the plain black ground and the white stripe that has been selling the past year or so. The allover pattern in flower or leaf forms on a dark grey ground in black or in purple seems to be the favorite. According to most of them the plain lavender will not be popular.

On collars, there was not much difference of opinion, possibly because there could not be. The small tab wing or poke has been marked down in the chart, and has held for a long time. A warning was issued by one store against dealers selling the double collar with the morning coat, a careless or ignorant custom that had crept in in many places, although it was tabooed by fashion. Many of the men who take up the collections in the churches have cutaway coats with the double collar.

The wing can be either round or square, and there seems a fancy of late for the square wing.

Plain Grey Suede Gloves

Coming down to gloves, plain grey holds here where it has gone out in the tie, and the grey suede leads with hardly any rivals. In addition to the suede, Stollery's are selling a grey silk with a black stitching. Biltons have also a light putty shade with a black stitching or a chamois, and some, they report, are still buying a white doe skin, although very few of these had been sold since the war began

Lace of Button, Kid or Cloth

In boots, undoubtedly, laced are making their way against the button, and the latter has fewer supporters than it has had for many years. The cloth top, too, is going out rapidly, and the most popular shoe is the patent leather laced with kid top. Cloth tops are also seen, and in one store MEN'S WEAR REVIEW found a leader in a patent with buck top and flat horn buttons.

In jewelry, pearl is displaced by gold; several, indeed, would not allow that pearl was proper at all for Easter Sunday.

In hosiery, there was not much difference either, all agreeing on a plain black cashmere or accordeon silk in black and white.

As for canes, they would discard the light ones and dress our Easter Sunday man in a dark brown or black Malacca, with silver mount.

We Had Almost Forgotten

But, considering that our well-dressed man is the cynosure of thousands of eyes on Sunday, we had almost forgotten a most necessary part of his costume, the trousers!

Our chart calls for these in "striped worsted of dark grey, or to match the coat." When questioned on this point, however, all agreed that the plain blacks were not being sold to any extent and that the main call was for the stripe.

Having narrowly escaped presenting our Easter Sunday man in a very embarrassing position, we will leave him now fully clad, for the inspection of our readers.

FIXING RESPONSIBILITY FOR EACH DEPARTMENT

J. C. Begg, of Hamilton, Finds it Pays to Have One Man in Special Charge of Each Department—Stunts to Draw Business—Inviting Boys to "Movie" Show Proved a Winner.

THE City of Hamilton is noted for the number and quality of its men's wear stores. Not the least notable among these is the store of Begg & Company, James Street. In the last few months this store has been considerably enlarged and improved, and is now as bright, roomy and generally attractive as could well be imagined.

On entering the store one is introduced directly to the full width, for the partitions that separated the original three stores have been cut away, half way down the store, and the customer has a full view of all the numerous departments. Thus the difficulty of getting a broad sweep, while at the same time retaining the privacy that the partitions naturally gave, has been overcome.

Mr. Begg has also greatly increased the capacity of his store by adding at the back a space almost equal to the original store. This rear portion is lighted by an immense skylight that gives a daylight brightness.

At the rear, as at the front, the full width of the store is seen so that a customer standing in almost any part of the store has the idea of its size drawn to his attention.

Some Novel Show Cases

In trying to make his store attractive Mr. Begg has attained some novel effects in show cases and general fixtures. To begin with the office and parcelling room is at the back of the store, on the mezzanine floor looking down over the whole store. Two dumb waiters carry the goods to be wrapped to this parcelling room. In place of the usual balustrade railing at the front of the office a narrow show case has been placed, running the whole front of the office. When this case is lighted at night it forms a very bright spot, and is an unusually effective method of display. Then, too, the entrance-way, just inside the door—a space which is generally considered waste, has been most effectively used. Two cases, each about seven feet square, occupy the whole space up to the ceiling. They are only a few inches in depth but they give room for most effective collar and tie displays. Large mirrors at the ends of the two centre walls, and numerous glass show cases serve to make this general assembly entrance a very attractive spot.

The departments in this re-modelled store are very decidedly marked. On the left is the department of men's clothing, running the full depth of the store. In the centre, facing directly on the entrance, is the furnishing department; while to the right of this is the boy's department. At the front of this is the hat department, made unusually attractive by display cases which keep every hat under glass. It is intended to move this department across the store to a similar position in the men's department.

Handling a Boy's Department

Mr. Begg has very decided opinions on how to handle a boy's department, and the back-bone of these opinions is that it should be kept a special unit. To associate it in any way with your men's clothing section is, he believes, to have a disastrous effect on this trade. It brings the women and children into the men's clothing department, which is not to be desired. Then, too, the association, he thinks, has a bad effect on the sales of boy's suits. "Once let a man get used to selling men's clothes," said Mr. Begg, "and you can't drag him away from it with a logging chain. Therefore, the sale of boy's clothes is going to be neglected and the cream of the business lost." By keeping the two departments separate there is one man in charge of each department whose whole interest is centered on this one line. His customers get to know him and this in itself is an immense drawing card.

"Why, we are selling up to size 36 in this department just because these boys, though grown up, have grown used to the salesman in charge and like to buy their goods from him."

"How do you keep after the boy's trade?" Mr. Begg was asked.

"We have a list of 7,500 boys, which practically includes every boy in Hamilton. On one occasion we secured a picture theatre for two mornings and invited all these boys. We had over two thousand present on each occasion, and we had an opportunity of talking to them of the store and of introducing our clerks, and it proved a wonderfully effective method of advertising."

The store has a large shoe department. It used to occupy the front of the store at one side. This, it was decided, was not the best place for trying on shoes and the department was moved to the rear under the office. As this is right beside the warerooms it is possible to conserve a great deal of space by keeping the extra stock out of sight.

This change has proved a very good move and has stimulated trade to a most remarkable degree. A man who has just bought a suit is brought face to face with the shoe department and in very many cases the suggestion is sufficient to induce him to buy a pair of boots as well. Also the retired situation has proved more attractive to customers, as was expected.

Working men's clothing is given a prominent place in this store's trade. It is a line that is being featured at the present, so it is given the place of probably greatest selling power immediately under the skylight in the rear. The intention is, in the near future, to run a stairway into the basement, where a room will be fitted up and devoted entirely to this line.

Keeping All Departments Under Separate Heads

Since the dissolution of his old partnership J. C. Begg has had associated with him as manager Herbert Carlburg, who was formerly superintendent of the Right House, and prior to that was connected with the J. & H. Adams Company, of Buffalo. Around them they have gathered a staff of thoroughly experienced salesmen, to each of whom one particular department is entrusted. Each of these departments is run as though it was a separate store, bearing the cost of all the goods bought for it, the salaries of those connected with the department, and its proper share of the overhead charges. In this way a very careful check is kept of every element of the business, and every department under the charge of one man is developed to its maximum capacity. This system, in fact, has proved itself to be productive of the very best results.

A MEN'S SIDE-LINE.

(Continued from page 53.)

to customers the fact that the re-sharpening of blades usually destroys the original angle of the edge, and renders the razor really less efficient, while a good, new blade may perform a number of perfect and comfortable shaves quickly and easily."

"Altogether," added Mr. Livinson, "I am fully in favor of the stocking of safety razors by Men's Wear Stores, and believe from my own experience, that to do so is both profitable to the store, and greatly appreciated as a service rendered by the store's customers."

WHAT OF THE TURN-OVER SYSTEM?

E. R. Fisher, of Ottawa, Condemns This Utterly, and Gives Sound Reasons—His Ideas on Salesmanship Outlined—Suggests Clerks Themselves Calling Another Salesman When Finding Themselves Out of Accord With Customer.

WHAT do you think of the turn-over system? Have you ever adopted this, in connection with your clothing department, and having adopted it, have you found it good or bad; have you determined that this is not something which might well be used in your store?

We asked these questions of a number of clothing men as we ask them of you all. Opinions varied a little. But the weight of opinion seemed, undoubtedly, to be against the adoption, or continuance, of this so-called turn-over system—that system whereby some expert salesman in a store has a roving commission, keeps his eye constantly on the efforts of the other salesman, and seeing a case where the best results are not apparently being secured, steps in, takes over the sale.

This stepping in, can, of course, be done very quietly, very diplomatically. The "turn-over" man may stroll up and say, "Perhaps this gentleman would like to see Number ——." Then, when this model is brought, he, the "turn-over man," points out its good features, and the other salesman, the one who first had this customer in charge, quietly withdraws.

Is Offence Necessarily Given?

But can this turning over of a customer from one clerk to another be done without causing the customers to think that he is being coerced? Can it be done without giving a blow to the pride, and self-confidence of the original salesman, which will weaken his efforts for the entire day?

Well, it's a question. Opinions may vary, but here we want to quote the ideas of one man who has worked under this turn-over system, and who now, as a merchant doing a large clothing business, says he would not permit the practice in his store. There are some splendid ideas advanced in this opinion of E. R. Fisher, Ottawa. They will repay consideration.

What Mr. Fisher Says.

"We have your letter in reference to a turn-over system, as it is called, in the clothing business, and in reply would say that I, myself, have worked under this system in some places, but never since starting business for myself would I tolerate the turn-over system on my floor.

"It may have some advantages, but there are many, many disadvantages. Of course, it all depends on the kind of business one is doing, the class of trade one is catering to, etc. One cannot expect to cater to a high-class trade and have this system in vogue; it would be absolutely out of the question. It could be done, but I am afraid the results would not be very satisfactory. As I see it, the turn-over system as a general means of making sales, has long since been scrapped in the better shops.

Salesman Asks to be Relieved.

"There are times when the wrong salesman will get hold of the wrong customer, and he will go and ask to be relieved if he is a good salesman and knows his business. There are many times I, myself, have felt a minute or two after starting to serve my customer that there was an antagonistic influence abroad; either on my side or on his and, if I continued to serve him, the cross-currents between us would shortly lose him to me.

"When I have found conditions of this kind, I have very often called a junior salesman, who made the sale and got along perfectly.

"There are certain customers that one may pick up on the floor and become antagonistic to before half a dozen words have been spoken; this may be on the salesman's part or on the customer's, but wherever a salesman finds this condition, the proper thing for him to do is to get one of the other men and explain to him thoroughly what the customer wants, if he has found out, or make some proper excuse for discontinuing his service and go away, not stay in the vicinity of where the transaction has taken place.

"But to have a man on the floor for the sole purpose of taking turn-overs—we would not agree to or have in our place of business at all.

Different Idea Now.

"I stated before that I have lived under these conditions, but at that time, and under that system, we did not care whether a customer ever came back or not, the main thing was to get his money, but now, to build a big business, the customer must come back, satisfied with the merchandise he bought, and with the treatment he received.

"We do not believe that any of the better educated people will tolerate the turn-over system; if they do tolerate it out of good taste the first time it is practised we do not think the store would have the opportunity of practising it again, as it would be resented, and, while as I say they may tolerate it out of good breeding, they certainly would not come back again.

"We believe the only time when there is license for a turn-over is when the salesman feels, as all good salesmen will, that he has not got the grasp of the situation, or when antagonistic currents between the customer and himself are evident; and then we believe you will find that the salesman, with the interests of the house for which he works at heart, will pick out the salesman not engaged, who he believes will be the best to serve this particular customer and turn him over to him.

No Admission of Weakness.

"The fact of turning a customer over to someone else is not an admission that the salesman who takes him is a better salesman; in many cases he is an inferior salesman, but just takes another line with the customer.

"As for a salesman to step into the breach, as you say, unasked, this would be intolerable on any first-class floor where the better class of customers are waited on, and a better class of trade is being done, and if one of my salesmen, without being solicited, who thought that the sale next to him was not going along as smoothly as it might, seized the opportunity, as you say, to step into the breach, there certainly would be a breach in our staff, and a breach we would try to fill with someone who had a better grasp of my business than he had.

"I feel sure that the turn-over system as it used to be practised is antiquated, and only used by the shops who are out to get a man's dollar, whether he is a satisfied customer or not. I think the turn-over system, and the man at the door hawking people in has long since gone by.

"This is my personal opinion, having worked under it for a number of years, and after having run my own business quite successfully for eleven years without a system of that kind in vogue.

"The successful shop to-day is the shop where people

feel they can go in and look at the merchandise, buy if they like; if they do not feel like buying just then, they have the privilege of walking out without having been bored to death, by one, two or three turn-overs.

"There is no doubt that to many things said in this letter, exception will be taken, but for me, in my house, so long as I run a clothing business, there will be no turn-over system as described in your letter, nor any other than the style mentioned."

A LITTLE PATIENCE TILL STRIKE ENDS

Montreal Men's Wear Manufacturers Facing and Gradually Overcoming Unreasonable Demands From Their Workers Who Are Under Evil Foreign Influences. Ask Just a Little Consideration From the Retailers as Regards Deliveries.

IN SPITE of the best efforts of the manufacturers of men's wear in Montreal the unfortunate dispute prevalent now between the employers and the operatives continues at the time of writing (which is towards the end of February).

For the re-assurance of retailers dependent on Montreal for their supplies of men's wearing apparel this season, it may be stated that indications at the time of writing were gradually inclining towards some settlement. The strike, however, has been a particularly difficult one, affording small basis of settlement, and being aggravated by the influence of alien machinators amongst the operatives which has led to some exhibitions of violence, resulting in police court charges against quite a number of strikers whose fines were paid by their Union funds.

More on Strike Now.

When MEN'S WEAR REVIEW published the first article on this dispute affairs had not by any means reached their climax, and only about two thousand operatives were involved. At the time of this writing five thousand garment workers (employees of both the men's wear and the women's wear factories) are involved in the dispute, and practically every manufacturer is affected more or less as regards output. Some firms are quite at a standstill; some are running only very light as regards staff, but the factory in which the first "experimental" strike was called by the workers last December, reports every wheel turning at full speed and a normal output. The experience of this factory should furnish the hopeful sign for the retailer, as what happened in the case of this one firm will probably happen all through, that is, the workers who want to work under ordinarily fair conditions will return to work; no absurd concessions will be made by the employers, and the disaffected element will gradually disperse out of the territory.

The Demands.

The demands of the strikers include the 46 hour week, and time and a half for overtime wages. They also include the very exacting demands that the employees shall dictate as regards the efficiency or non-efficiency of all workers employed, and that there shall be no hiring or firing without the sanction of the employees through their shop-delegates. It is this last demand that sticks in the throats of the employers, and there is very little likelihood that any group of employers will ever swallow such a tyrannical requirement on the part of employees.

A strong appeal to the sympathies of the general public, and the business men and officials of the municipality was being organized by the strikers through their processions and by other methods. In counter-acting this the manufacturers together adopted the powerful method of advertising on a generous scale in the daily press, and their full page advertisement in bold type, and unmistakable terms set forth the exact state of affairs very clearly, the conditions at the time being as recorded in the last number of MEN'S WEAR REVIEW. Efforts were made by the Mayor of the city and a committee of business men to bring about settlement by arbitration, but the manufacturers are very firm in the decision to grant no absurd concessions to the employees.

The Employers' Statement.

In the absence from the city of Lyon Cohen, President of the Manufacturers' Association, B. Gardner, one of the leading manufacturers whose premises are affected by the strike, put the situation very clearly for the benefit of readers of MEN'S WEAR REVIEW. He said:

"The situation is practically as it was when MEN'S WEAR REVIEW last reported on it, with the exception that since then other garment workers have struck in sympathy and for the same objects, and further that the Mayor of the city and several well-meaning citizens have tried to get both manufacturers and strikers together in order to try and bring about an amicable arrangement.

"They have suggested arbitration, but since the dispute is of such a nature that it does not hinge upon either wages or hours, or even working conditions, but principally upon the point considered so tyrannical, the manufacturers' contention is that there is nothing upon which to arbitrate.

"The strikers insist upon the recognition of their Union, and on the turning over of the management of, and the running of our factories to a delegate appointed by themselves. Their methods, owing to the machinations and interference of foreign labor agitators, who have neither the interests of the workers or of the manufacturers at heart, have of late become so intolerable to the manufacturers that they have decided, since both their capital and their business reputation are at stake, that they must continue to insist upon the open shop system and the right to manage their own business.

"Of late it becomes evident that the workers are becoming so thoroughly disgusted with the manner in which their leaders have brought on this strike that a great proportion of them are ready to return to work on the old conditions, and quite a number of them are in fact seeking their old positions again already.

"In regard to the problem of the retailer as to supplies of goods this season, while a majority of the manufacturers find themselves greatly handicapped by the withdrawal of their working forces at this particular time, nevertheless they are doing, and will continue to do the very best possible for their customers. All that the manufacturers desire at present from their customers in the retail trade in men's wear is a little patience with them in their difficulties which are showing signs of alleviation at an early date. As a matter of fact it is confidently anticipated that the trouble will have been brought to a satisfactory settlement within a very few days now, perhaps before the end of the month."

FALL SHIRTINGS TO GO OUT LATE

Practically None Will be Shown Before April, as Manufacturers Have Not the Sample Cloths Yet—Loud Colors Will Predominate—Prices, of Course, Still Higher —A Word on Buttons, Summer Underwear and Soft Collars.

SINCE the war started offerings have steadily been made later, and later. It now seems certain that men's wear dealers will not be shown Fall, 1917 shirtings much before April. Some houses may get their travellers on the road by the middle of March, but even this is doubtful. Why? The answer may be given very simply. Manufacturers have not yet received the sample pieces from which their swatches, or sample cards are made up, though these ordinarily are received in January or February.

Still Higher Prices.

However, manufacturers do know what they will have to offer. They may be—are certain to be in fact—disappointed with regard to certain numbers, but despite this a wide range will assuredly be presented for the trade's consideration. But all might as well brace themselves for the inevitable. Prices for Fall will be at a considerably higher level even than for Spring. Some $10.50 lines will be shown, but they will be limited in the extreme. The cheapest big range seems certain to be at $12. Throughout prices will be from $1.50 to $3 more higher per dozen than for Spring.

Loud Patterns Predominate.

As to patterns the whole tendency is toward the loud and bold—though this statement too must be qualified. It will be possible to secure hair-line effects, and quiet tones. But on the whole designs almost startling will prevail. Perhaps this is due to a desire to give the shirtings a different appearance so that the advance in price will be more easily overlooked. It will be hard not to overlook everything but the shirt in the case of some of the Fall patterns.

The higher price of the shirts, of course, may be partially attributed to the labor difficulties of Canadian manufacturers. Yet this is perhaps the smallest factor. The larger influence is the scarcity of labor which is troubling the cloth makers. Dye scarcity, and prices, is one cause of their increased cost of production. Yet a little dye will go a long way, and the cloth people's chief difficulty is due to the higher price they must pay for labor—said price being established, of course, as a result of the demand for workers in munition plants.

So we find a 64 square cloth, which used to be procurable at 10 cents now costing 15 cents. No wonder the old $9 shirt will go at practically $12 this Fall. Why a certain cloth, much used in shirt making, has gone up 5½c. a yard between delivery for Spring, 1917, shirting, and Fall—five and a half cents a yard increase for a difference of four months delivery.

Some Quality Reductions.

As a means of keeping prices somewhere near the old mark manufacturers are of necessity reducing some qualities. For instance, where an 80-square cloth was used, a 60-64-square cloth may be substituted. For 84 squares Percales $15 will almost certainly have to be paid.

With dye difficulties making some manufacturers withdraw their guarantees it seems somewhat strange that loud effects should tend to predominate. Probably the only reason which can be given is that already advanced—that thus the attention will be drawn to the change in designs, and the upward movement of prices will be less noticed. There is this to note in the dye situation, however, that the concerns on this continent which have gone into the manufacture of these, since the German monopoly broke down, are becoming daily more proficient, and in the past year the quality of American dies has unquestionably advanced.

By the way, the saying about it being a very ill wind which blows nobody good is given further demonstration with regard to shirtings. Manufacturers have had shipment after shipment delayed. But some of these, now coming to hand many months late, are delighting the shirt manufacturers. One maker, for instance, has just received from Manchester a shipment of Zephyrs which he hoped to have for Spring. They will make his range much stronger, and will enable the giving of values which could not be given had they not been ordered those many months ago.

Two New Working Men's Shirts. Shown by Tooke Bros.

An effective shirt trim, in which underwear has not been overlooked. The two lines go splendidly together in Spring and Summer.

Buttons Lower and Better.

One cheering note as to prices may be sounded. Let us, therefore, sound it that all may hear and rejoice. Buttons have tended downward. Examine the buttons on your shirt stocks — yes, and on your underwear stocks, too. You'll find them of much higher class than in before the war days. The fresh water pearl button, has, indeed, been well nigh eliminated, for the very good reason that salt water pearls, from Japan, can be brought in cheaper than the fresh water pearl can be made. This is due to the cutting off of markets to which Japan formerly sold so largely. The saving on buttons, indeed, is in the neighborhood of 10%, and there is the addition in quality too, the ocean pearl being much whiter, and much more enduring. Unfortunately, however, this saving does not amount to very much. The price of buttons means something to a shirt, but not a great deal after all.

Some of the Patterns.

But you'll be interested in hearing a little more as to patterns. Well, MEN'S WEAR REVIEW has seen some striking effects in combinations such as these, wide gold, blue and black stripes, pink, green and black, also blue helio and black. Then there are to be shown some very effective two-shade patterns, also in heavy stripes—two shades of green, two of blue, etc. Variations of this are also to be seen, a moderately wide strip, perhaps ⅛ inch of green—then white shirting for 1-16 of an inch. Then a 1-16 inch of ligher green, then the heavier stripe of dark green again. Between such patterns a goodly width of white shirting is left before the pattern starts again.

There are some splendid woven effects to be presented, and other quiet effects from English mills. The English mill, of course, work more for quality than for display.

Pyjamas Also Up—Good Night!

As to pyjamas the same upward price tendency must also be reported. Lines that for Spring sold at from $18 to $21 will, it is learned, be around $24.

By the way, summer underwear, like summer shirts, are being made now in much higher qualities than ever before. The silk undergarment is more and more finding favor, and evidently many dealers will this year stock these for the benefit of their well-to-do customers.

Children's Summer Underwear.

Another change is noted with regard to summer underwear. It is now being made in boys' sizes, for lads from 9-14 years; and in children's sizes too for those from 3-9 years. This latter garment, it is learned, will be of somewhat different model, as regards the seat, from the suits made for boys and men.

It may seem strange to talk about Spring, 1918, but this distant season must be mentioned in order to give a fair outlook. The manufacturer, indeed, now finds himself in a very trying position. The retailer, with all his troubles, can fix his price when the goods come in, but the manufacturer is this year being called upon to buy his Spring, 1918, supply of cloth before he knows how his Fall, 1917, ranges will go—this to a large extent at least. It seems indeed that much of the Spring, 1918, shirting will be bought by manufacturers within the next six weeks—that means much earlier than usual.

Where Opinions Differ.

And this raises a question as to whether shirtings have reached—or nearly reached—the top peak of price. Nor is it possible to find a definite answer. MEN'S WEAR REVIEW has seen, for instance, a letter from one big, and reliable United States house, in which immediate buying for Spring, 1918, was advised. This mill says their cloths will be printed with pigment colors, though adding that Indanthrene will later be employed if procurable. The quotations given by this firm are up. Last Spring, for instance, 13½ cents was paid in New York for a certain quality cloth. Now 17½ cents is asked—that means an advance of 6½ cents as laid down in Canada.

Another firm states that immediate buying for Spring, 1918, on the part of manufacturers, is not necessary.

Now the question is, has the first firm, which counsels immediate buying a large stock which it desires to dispose of at a good price—thus making sure of the future; or has the second firm, which suggests delay in buying, a short stock at present.

It is indeed a question, but it seems doubtful if lower prices for shirting can be expected for Spring, 1918. Certainly there is no hope for anything but higher prices for Fall, 1917.

By the way, one line which will be offered the trade next Spring was seen by THE REVIEW. It is a handsome Japanese effect, rose colored, with blue flowered effect—striking, perhaps a little loud, but certainly extremely rich looking.

As to Soft Collars.

With regard to the soft collar situation we may well quote the opinion of a large Canadian manufacturer:

"The trade, that is the better class trade, seem to be getting tired of the old style links, and the popularity of the new style collars without links or pins is more evident every day if we can judge by sales to the better shops. The main thing we have noticed is the usually large sales of higher priced collars than have been sold formerly, large quantities of collars to sell from 25c to 50c. each, being sold for next summer's consumption. In fact a large number of our customers have taken delivery and have repeated already on their Spring soft collars which shows that this collar is no longer a summer collar, but an all-year article of apparel."

Says another maker:

"There is still a semi-close-fitting shape with link fastener that will commend itself to the majority of wearers. This is the same shape collar that has been on the market ever since lounge collars have been worn.

Lounge collars heretofore have been designed without thinking of the man who has a short neck. We have a collar especially suitable for this type of man, and in addition to having a heavy interlining, we have added a band facing of repp with the stripes cut vertical to give added strength and to prevent crushing down. This is an exceptionally good summer collar for all types of man, but especially for the type of man above mentioned. The outside material is of a French repp, a material that is very scarce at the present time. This style is to be worn without a pin.

"We would call your attention to the fact that all our collars that have the outside made of striped materials are cut with the stripes running vertical. This is in accordance with the New York idea, and is going to be "the thing."

A WORD ON THE ENGLISH SITUATION

Shirting Man, Just Back from the Old Country, Speaks of Mills Turning to Women's Lines—Orders Will be Taken, But Early Deliveries Refused.

THE manager of the shirt department of one of the largest men's wear manufactories in Montreal, just returned from a visit to Great Britain, and having missed the opening of the 'sink at sight' submarine menace by a very brief space of time, voiced some opinions in regard to the imported shirt material situation for the benefit of readers of MEN'S WEAR REVIEW.

The situation as regards supplies of material is not so hopeless as seemed at earlier stages of the war, though it is not very smooth running yet. Mills in England are willing to accept orders for material and the looms are turning out a lot of stuff, but the mills insist on eight or nine months interval for delivery of the goods ordered.

All the English mills for materials used in the shirt business have of late developed a growing manufacturing business in materials more suitable for women's wear than for male attire. This is said to be due to the fact that so many men have been withdrawn from the civilian life that not nearly as much material is needed with the making of shirts for civilian wear, while so many women have gone into the fields of masculine employment that more material is required to replace the wear and tear and supply the intensified demand of women for raiment fit for their various lines of business. Women are engaged very much more than formerly in the actual work of turning out from the machines the shirting materials for men's wear, and this maintains the output of the mills fairly well, making the idea of actual shortage of stuffs less alarming.

As regards prices, however, it seems as if even should the war cease very soon, prices must continue to be very high. There will be a great surging back of the millions at present in khaki into the garments of civilian life, and the demand will be so much intensified that the chances are the mills will be running at even higher pressure to make materials to meet this new demand, while raw materials will not be any too abundant. The outlook is therefore for firm prices ahead for shirts and shirtings.

The color difficulties of the early stages of the war have been overcome to a great extent, and the resulting product in the way of colored materials is even better than anything the Germans used to help turn out, because the British dyers and chemists are more thorough when once they turn their minds to the business, and the dyes now being produced have qualities which the enemy products, however sufficient in the first case, really lacked. The whole color production business of Britain will in time reap advantages from its enforced cultivation through actual need of the colors.

From indications noted at present this expert in shirts and shirtings believes that loud patterned materials will still be fairly popular, though there will be variations on the Spring styles. Wider designs are likely to be found for Fall. The silk shirt is sure to maintain its popularity, and will be found in exceedingly attractive values.

A. J. Koebel, Kitchener, Ont., has sold his men's furnishing store.

Morran Bros., Owen Sound, have sold the stock of their men's furnishings store.

A STORE WINDOW THAT DOUBLED A BUSINESS

Change in a Store Front Demonstrates the Wonderful Advertising Power of an Attractive Window—How the Store Holds the Trade of the Working Man

MOST dealers have a general impression that their window displays are an effective method of advertising. The idea in many instances is more or less hazy, but it is there. Every now and then, however, an actual demonstration of the fact is presented to our attention.

If other conditions remain equal. If the selling force is the same, the goods stocked are the same, the methods of sale are the same, then when a change in window is followed by an increase in sales, it is a reasonable contention that the window was the largest selling element behind the increase.

About four months ago the store of R. J. Siberry, 316 Danforth Ave., Toronto, had a straight front window with a side entrance. There was nothing wrong with the window, except that it was comparatively limited in capacity. It was a good trade bringer and always had been. However, about that time Mr. Siberry began to think that there were possibilities in the trade of the section that might be seized if there were better means of display. The result was a change in the form of the store front. Instead of the door at the side the door was placed in the centre, in an alcove formed by the two side windows. The new arrangement, without materially cutting down the space of the store practically doubled the window space, by giving two windows instead of one, and allowing for greater diversity in window trimming.

New Window Doubles Business

What was the result of this change? George Siberry who manages the store for his brother, answers this question by an emphatic statement that the change has in the short space of a little over there months doubled the business of the store. That surely is an argument on the side of the window. Moreover in this store clothing has always been a big factor, but owing to lack of window space this feature of the stock frequently got crowded out of the display.

With the new store front and the consequent increase in window space, it has been possible to devote one window entirely to the display of clothing. The result of this improvement in method has been overwhelmingly successful. The store has always done a clothing business during the five years in which they have been in business, but it has been a business that has been conducted under difficulties, and consequently it had not been considered as a very great factor in the store's trade. With the increased window display, however, this line began to forge to the front with almost unheard of rapidity. From practically a side line it reached a position where it was a most decided element in the business of the day. It is hard to realize that a comparatively slight change could have such an effect, but such was the case. In the few months since the improved window facilities were introduced, and the opportunity was given to really press the sale, the actual goods disposed of in the clothing department were practically equal to the total sale of the years prior to the change. A startling testimony to the effectiveness of window advertising. Little wonder that Mr. Siberry argues that windows are the best form of advertising.

It is easy to find tangible proofs of this however. In a great many instances customers preface their enquiry for goods by the remark that they have seen them in the window. "It is the goods that they see that they want," is the way Mr. Siberry has outlined his experience; and in the district which he serves, he finds it of advantage to make general displays rather than specializing on one line or using a unit display. There are times when a special display is made, but as the store makes a strong bid for the trade of the working man this trade is never lost sight of. The working man likes to see what he is getting, if he sees the article he wants in the window, he is more than likely to drop in and buy. If he does not see it, on the other hand, he may pass by. For that reason the energies of the store are devoted to the task of making sure that he does see it.

Thinking of the Working Man's Trade

"The methods of window trimming that we often adopt would not," Mr. Siberry remarks, "be of use in the down town sections, but with us, the general display, drawing attention to a large number of lines without laying any particular stress on one line, has proved to be of most advantage. It certainly does catch the working man's trade, and in these days especially that is a trade that is marvelously well worth catching."

The store carries a full line of all the working man's requirements heavy woolen shirts, working shirts, gloves, etc., and these have proved a bonanza.

The section in which the store is situated is at a fair distance from the heart of the city and the working man does not very often actually get down town but depends on the stores in his vicinity.

Now this matter of supplying the working man with the clothes he needs for his work is a very considerable item in itself, but not only is this element to be considered, but the fact that in serving the worker with the thing he must have, the store is laying a firm foundation for securing his trade in the things he may feel inclined to have, the little extravagances in apparel that few men are proof against, least of all the mechanic.

Interesting the Working Man's Wife.

Then too there is the working man's family to be considered and this too is an element of trade well worth fostering. The working man's wife often comes in to buy. If no special bid was made for this trade the natural result would be to drive it into hands of the department store. In this matter, too, Mr. Siberry finds a decided justification for his system of window dressing. A window dressing that would be considered effective in a down town trade, where only men are catered to, would certainly not catch her eye. She would not consider the possibility of getting the goods she wanted in such a store, or if she did would probably reach the conclusion that they would be more costly than at the departmental store. A general window, a window to some extent at least devoted to the everyday requirements of the working class corrects any such possible impresion. And the woman buyer is one of the strong elements of the success of this store.

It is not meant to suggest, however, that the store devotes itself alone to this class of trade. The stock carried is complete in every detail, and the general young man's trade shares with the working man's trade equally in the matter of producing profit.

WHAT IS BEING SHOWN IN MONTREAL

Dealers Delay Somewhat in Arranging Spring Displays — The Bright Shirts Predicted for Spring Are to the Fore, Also the Dashing Ties.

FOR SOME reason the fond familiar bargain price appearance of many of the men's wear store windows in Montreal has lingered during the past weeks. Inspiration for the dressy man anxious already about his Easter raiment, is, so far as the window displays are concerned, at the time of writing, still lacking except in certain neat and noticeable cases.

The word "cases" came in there of its own accord, and has nothing to do with the curious coincidence that in Case's St. Catherine Street windows have appeared in rapid succession two of the earliest really new Spring displays. While many other men's wear windows in the vicinity have been still steadily devoted to those temptingly cosy-looking and also low priced attractions in pyjamas, woolen underwear, shirts, overcoats, mufflers, socks, etc. Case's windows sheltered as they are by a heavy permanent awning, have been the first to bring forth the buds of Spring in men's wear.

Our Corerspondent Waxes Poetical

Just as the first snowdrops and the earliest, most venturesome violets peep forth from the sheltering shadows of some heavily overhanging woodland bank of moss and roots, so those pretty Case windows on St. Catherine Street have glowed up in the daintiness beneath the sheltering shade of the big awning.

The first display noted by MEN'S WEAR REVIEW in passing was a particularly charming set of fine fabric shirts in the softest of Springtide shades of green, pink, buff, and blue. The new note, besides the delicacy of the colors of these shirts, was the tiny silk embroidered French flower spots, trefoils, and triple spot effects, done with very refined touch upon the whole farbic of the garments, the enrichments being about an inch and a half away from one another—just enough to be noticeable in little peeps of pleasant variation of color and fascination of needle-work at cuff and vest opening when worn. The cuffs were soft French, fastened with light simple links. Some unobtrusive ties were shown with these shirts, but the shirts were the feature of the window. They were shown without straining after effect, but just with that touch of artlessness which is the perfection of art, laid lightly over the fixtures as they came from the boxes, but very cunningly placed so as to reveal all the points of perfection for which a shirt-seeking male might be alert to look.

Two other effects produced by Case are outstanding in the story of Montreal men's wear windows at this early Spring stage. Both displays were exhibited simultaneously in the left and right hand windows of the store. The left hand window contained a dainty presentment of ties, and the coat of a new style suit for Spring, worn with collar and tie, and set high in the back of the window. The effect as regards color was all dark blue relieved with white. The ties shown in profusion were all dark blue silk with polka dots in white, of various sizes, but each tie had dots of uniform size. The coat was of dark blue worsted with a faint white stripe, and embodied the latest effects of lapel and waist build for Spring. It had the corners of the skirt in front rounded away, and was built squarely on the shoulders, a two button coat. The "glove-touch" to that window was given by a pair of chamois gloves in putty shade with embroidered backs, shown well to the front of the window, low down and one of the ties was dressed on a neat blue striped shirt. A whangee cane of the kind formerly most popular with college men in the Old Country, of knuckle-knotted cane, yellow colored, and very flexible, was shown in this window. These canes are particularly "mannish" as compared with the highly polished silver mounted and fancy handled canes more frequently shown in Montreal men's wear windows, and go with the athletic type of young man. As so many of that type are carrying bayonets instead of canes at present, the 'whangee' may not go with any great rush this Spring —the bayonets by the way, probably will.

A Black and White Window

To turn, however, to the right hand window of Case's in this particular season was to realize what wonders can be done by a window trimmer with nothing but black and white to work on. The Case window in black and white was a very striking show. Ties were shown in black glossy silk, relieved with white stripes, broad, narrow, and grouped. Daintily embroidered fleurs-de-lys were also shown on the black silk background of some of the ties, and one was dressed upon a plain white shirt, the cuff links of which were black with a white circle. A Spring cut suit in black worsted with faint white stripes was shown as in the left hand window, and the 'glove-touch' was given by a pair of buff chamois gloves with embroidered back, the warmth of the shade of chamois bringing out the purity of the white in the window display, and helping its contrastiness with the black. A silver mounted highly polished, very dark brown cane with a fancy handle (also dark) was included in this display.

The Price Card Present

Something new and very striking was also noteworthy in the window display of Rod Sangster Junior., St. James Street, Montreal. This was simply a shirt window. The display comprised most alluring silk shirts, in the richest quality of material, and with the new broad bold-hued stripes full of rich colors (as described in MEN'S WEAR REVIEW 'shirt and collar department' last month). The richness of the shades of brown, crimson, purple, violet, mauve, cerise, and other blended hues in these broad and wide apart stripes on the fine surface of the silk is most effective. Shirts alone were shown in the dominating part of the window at 'eye-level.' Behind was placed a boldly lettered card calling attention to the splendid value offered in these fine shirts at $2.45 each or three shirts for $7.00. This was a most effective window show.

While the majority of the up and down-town men's wear stores were still busy with the annual year-opening reduction sales their windows were attractive to the bargain hunter, and in some instances showed little touches of especially dainty coloring in ties showing the tendency of the season towards brighter neckwear for men. Scott Bros., on St. Catherine Street, had one or two knitted silk ties in the very rich color effect shown quite prominently in the foreground of a great wealth of bargain attractions. These knitted ties were worked in color schemes of brown, green, and white in one case, and green, maroon, and old gold in another case, and were dressed with white collar on plain flannel and cotton shirts in simple striped patterns. A touch of the window trimmer's fancy had doubled a spare tie into the collar, and in another instance a glove was doubled, as if carelessly, into a collar making a novel method of drawing attention to the goods so shown.

(Continued on page 70.)

WHAT IS BEING SHOWN IN TORONTO

Bat-Wing Tie Expected to be in Strong Favor, Also the Silk Shirt—Something New for the Officers

THE sale idea is still bulking pretty large with the Toronto men's wear dealer. He is busily engaged in unloading the last remnants, odd lines, and stock that is showing every indication that it will be likely to drop dead if it does not soon climb down off the shelves. There is wisdom in this course of getting ahead of the funeral. But as a result there is as yet no great emphasis being laid on what is new. Despite that fact, however, there are some new lines and new indications of the styles that are likely to prevail for the coming Spring.

Most of the dealers have their new goods on hand, carefully packed away where the inquisitive eye of the bargain hunting youth will not light upon them to unsettle his mind from the present purpose of buying a last season's tie at a two years before last price.

To one who is curious enough to enquire, however, and who has not the gleam of the bargain hunter in his eye, the merchant will generally unbend and give some inkling as to the lines to which he has pinned his faith for the coming season, and this is a pretty good indication of what will be worn, for what a man has he is going to exert every energy to dispose of, and when he takes this attitude, there is likely to be something moving.

The Bow Tie to the Fore

If you have had a preference in the past for the four-in-hand tie, you may be compelled to reconstruct your ideas somewhat, if present indications prove correct. Bow ties have always been a standard article, and respected as such, but they have never been in the greatest favor. Things have changed, however, of recent date, and if the merchant has read the signs of the times aright there is going to be some jubilee among the bow tie fraternity. "Bow ties will be strong" is the highly technical way the average merchant outlines this tendency. This faith will unquestionably be backed by works, for there is a marvelous increase in the number of boxes of bow ties mobilized behind the sale card signs. If you are buying one of these, you can't go far wrong in buying a dot. Whether the dot be the size of a pin head or as large as a coat button makes no difference. A dot is a dot in the parlance of the neckwear man, and he feels that the well dressed man may very well wear a dotted tie. Of course there are other patterns, and equally, of course, the bow will only have a share of the business, but it will be a bigger share than for many years.

Attractive Ties at Moderate Price

There has been so much talk of high prices that people have lost track of the very attractive possibilities in the moderate priced tie, yet such possibilities there are—really beautiful patterns, that have a decided effect of style and yet at a comparatively moderate price. Not as moderate as before the war perchance, but still moderate. Some beautiful effects are being shown in Failles and basket weaves of which no one need be ashamed.

Prepare to Wear the Green.

One must not lose sight of the fact either that this is the month of Ireland. The 17th will appear as usual, and with it the shamrock and the shamrock-colored tie. All the merchants are contemplating turning an honest penny out of the patriotic followers of St. Patrick. They are not hanging men and women any more "for the wearing o' the green,"

The Silk Shirt and the Bow Tie.

But to harken back again one or two harks, to the bow tie. There is one reason for it's probable popularity that we forgot to mention. That has to do with shirts and only indirectly with ties. Silk shirts are expected to be in great demand this year. Every haberdasher's pulse is beating strong to this same tune. The connection is this, when one has separated oneself from five to seven dollars of the negotiable coin of the realm and has received in return one silk shirt, one is inclined to be slightly chesty over that fact. What profits it to have a silk shirt if its grandeur is hidden behind even the most attractive tie. Why, a dickey would do as well. Therefore, kindly note another reason for the probable vogue of the bow tie.

Not that these silk shirts are of an unobtrusive character that needs assistance in bringing them to the public attention. In reality they might be expected to challenge the public on their own merits. For the patterns of all run to the striking. The public taste demands something of this sort. New taffeta shirts are also much to the fore, though this material is becoming increasingly hard to obtain, and many merchants have pretty well cleaned out all their available stocks.

Silk Gloves Grow in Popularity.

There is an interesting tendency in gloves. All the good makes of kids have reached such figures that a moderate priced glove of any sort of quality is next to an impossibility. Its place will be taken by a silk glove, the colors will be mainly chamois, and grey and white. With their black trimmings these make a very attractive line. and the pith of the whole thing is, that while they are a good looking and good quality article they can sell somewhere around the old price of $1.50. In the ordinary glove lines roughly speaking there has been an advance of 50 cents a pair all round, and consequently a purchaser must either sacrifice quality or pay a substantial advance. if he purchases the same line of goods, consequently it is expected that these silk gloves will be popularly received and will prove a great selling line.

Kharki year is still much to the fore. An attractive variation of the officers shirt for Spring year is being shown in some stores. It is the conventional officer's pattern. but is made of poplin and has a silk stripe running through it. These stripes are about half an inch apart. and give a very attractive effect.

Soft Collars Grow in Favor.

Soft collars are still very much to the fore. It used to be that they were worn only in the hottest summer months and were even then looked upon rather askance. They have come to stay, however, and it is noticeable that they are almost as popular in winter as summer. With the coming of Spring they will be even more extensively used.

Caps are selling briskly. The general taste seems to favor the one model in greens, olives and greys. Among the younger men, however, there is a tendency to favor a style with a band running entirely round the cap.

(Continued on page 70.)

Cardwriting Made Easy

by R.T.D. Edwards

EDITOR'S NOTE.—*Before introducing this new series of cardwriting, it is necessary to give a few words of explanation as to the kind of a series it will be. The "Cardwriting Made Easy" series, which is just completed, was composed of more or less standard alphabets and showcard methods. They ranged from the simplest beginners' exercises to fairly complicated work. This course covered the greater part of showcard work and those who followed it have had a thorough grounding. This new series, which will be called "Something New for the Cardwriter," will consist of twelve lessons, and should be of great interest to all who have followed the first series. The beginner, as well as the more accomplished man, will be able to follow this series, as each stroke will be explained in detail.*

Lesson I.

ALTHOUGH this month's chart shows a brush stroke style of alphabet, the double stroke and outline work will be also gone into, as this work is absolutely essential in the execution of all kinds of show card work. In addition to these alphabets, new styles of pen lettering will be featured.

The formation set forth in the chart is of a free and easy style and it is not at all necessary to keep to the exact type. If the chart and card reproduction are compared it will be seen what is meant. For instance, in the chart the lower case "g" is of a different formation than the "g" used on the "Spring Goods" card. This is just one instance of the many varieties that can be effected without changing the general effect of the lettering.

It depends a great deal upon the various letters which go to make up a word, as to the style of letters that can be used together. Fig. 1 illustrates this. The cross bar of the "T" in the first instance is straight because no stroke interferes with it, but in the second case the "H" interferes and the cross stroke is made as shown. This will also be noticed as the different completed cards are examined. Thus we are getting away from hard and fast rules, making formations as the occasion arises and using the chart as a basis. The main thing to learn is the general effect of this alphabet, then it will be possible to carry it out successfully.

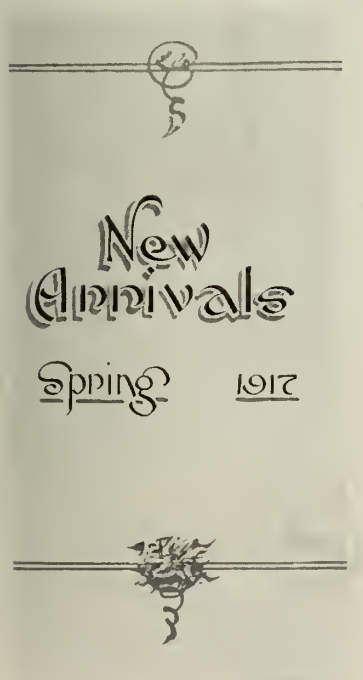
Note the absence of spurs from the letters of this chart. This feature is different from the Roman lettering and it requires much more care in finishing and commencing the strokes.

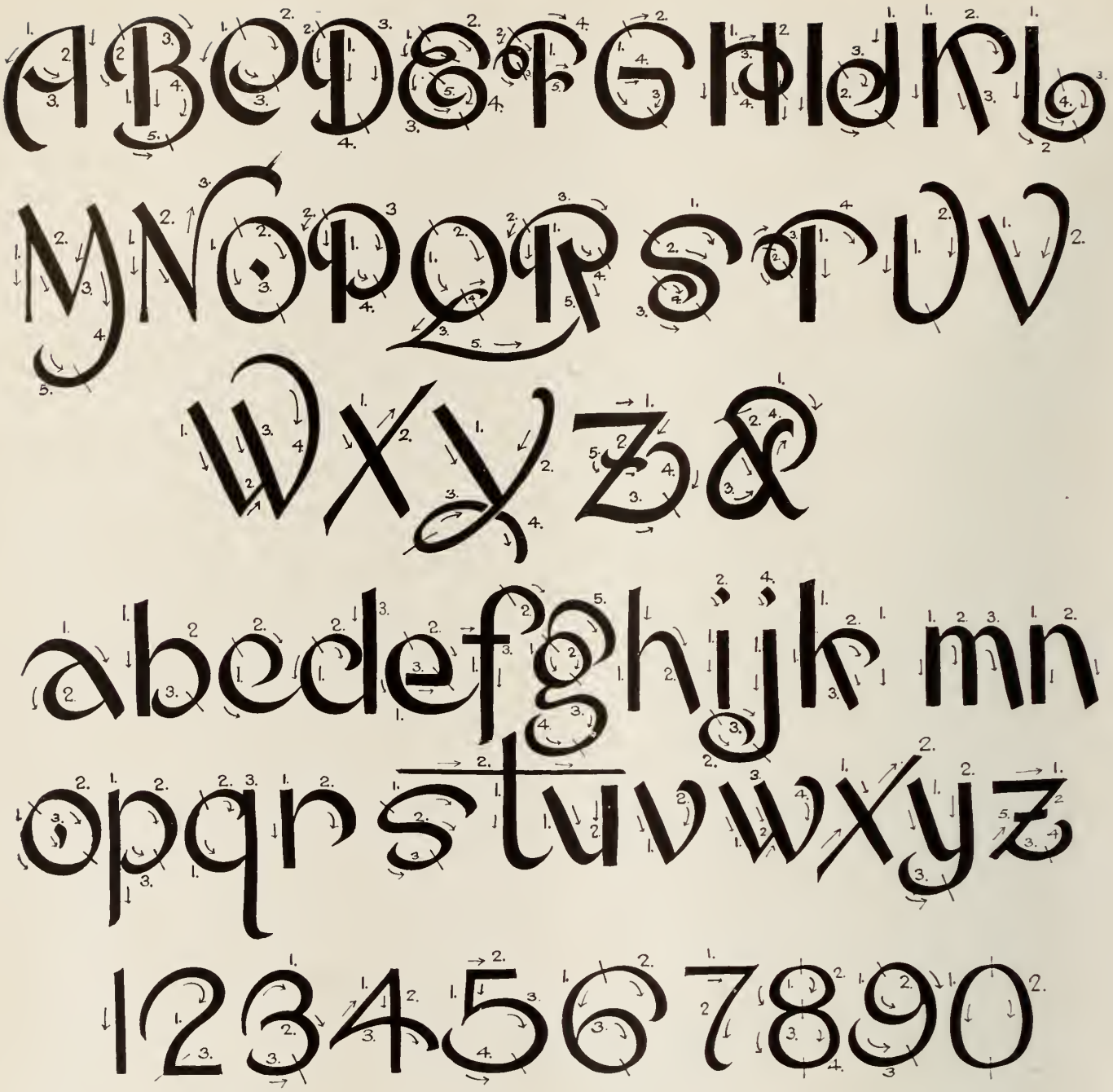
The Chart

It must be remembered that this is brush stroke work. Each stroke is made with one sweep of the brush. The brush used should be a red sable writer that can be drawn out to a chisel point which insures a thick or thin stroke as the writer desires.

Lower Case

"A." The main feature of this letter is stroke 1. This is made with one sweep of the brush. Note the angle, the end of this stroke is at. Also how much further stroke 1 projects to the right than does stroke 2. This letter requires much practice.





"B" is a three stroke letter and its feature is where stroke 1 and 3 meet.

"C""s feature is stroke 1, note how it projects to right more than does stroke 2. Practise this letter often.

"D." Note the relation stroke 2 has to stroke 1. They are all but joined.

"E" has somewhat of the same formation as "C." This is a typical letter of this alphabet. Stroke 3 must be parallell to the upper and lower guide lines.

The down stroke of "F" finishes below the lower guide line. Note that stroke 2 is brought down to the upper guide line. These strokes should be practised many times.

"G" is an all-curved stroke letter and this is only one of the many formations which can be used in this style of letter. Note the long sweep of stroke 5.

The feature of "H" is stroke 2. Note the angle it is at and the angle the end of the stroke is. It will probably be difficult to get this at first, but practice will rectify this. The only thing new about the "I" is that the dot is not round.

"J" has a very graceful base and you will find this needs much attention. Note how these strokes are brought under the other letters. This should work in the same when putting it into actual use.

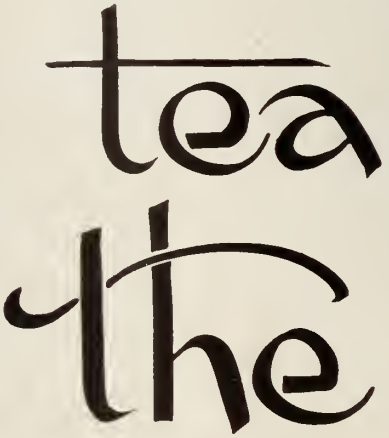


Fig. 1.

The combination strokes 2 and 3 are the feature of "K." Practise these many times.

"M" and "N" have the same feature as has "H." Strokes 3 and 2 respectively are just at the right angle to give them an individual appearance.

Note that the narrow parts of the "O" are to the right and left instead of being in centre as the correct form of Roman lettering shows it.

"P" and "Q" are somewhat similar in construction but reversed. They require much practice.

Stroke 2 of "R" is the feature of this letter, practise often.

In the usual construction of the Roman "S" the top portion is smaller than the lower. In this case it is the reverse. This is a good example of the idea of this alphabet.

You will note upon studying the completed cards that this letter is used in variety.

Stroke 2 of "T" is also used in as many varieties as the writer sees fit to make.

Stroke 1 of "U" is just the reverse of stroke 2 of "H."

Note how strokes 1 of "V" and 1 and 2 of "W" are all at the same angle and the beginning of each stroke is at right angles with the stroke itself instead, as in Roman lettering, of following the guide line.

Both of these letters will require much time spent on them in order to perfect their formations.

"X" shows the extreme in stroke 2.

"Y" is a letter that will require a lot of practice. Stroke 1 appears in other letters. Strokes 2 and 3 have appeared before in the letter "J." You will notice this letter made in different formations on the completed cards.

"Z." This is only one variety of many that can be formed.

Numerals

The top of the "1" is cut at an angle slanting to the left.

Now you have a chance to show your skill at long curved strokes. Stroke one of "2" will require a lot of practice. This is the feature stroke and should be made the same as shown.

Stroke one of "3" is the same as that of "2" but not so long. This numeral requires much practice. Note how stroke one joins stroke two.

Stroke three gives the variety to the figure "4."

Strokes three and four give the "5" a very graceful appearance. Note how stroke two projects out to the right beyond stroke three.

Practise stroke two of "7" often.

The "8" is somewhat similar to the Roman formation.

The "9" is just the reverse of the "6." Much practice is needed here.

"0" is of Roman formation.

Upper Case

You will notice the prevalence of curved strokes in the upper case alphabet. This means more practice is necessary to order to reproduce them.

The feature of "A" is the curved stroke 1. This is just one long sweep of the brush from the top of stroke 2 to beneath the lower guide line.

Strokes 2, 3, 4, and 5, of "B." Practise these often. Note the graceful appearance of the letter "C."

A new feature in "D" is the relation stroke 4 has to stroke 1. This is a somewhat different way of joining up the bottom.

Note the long top stroke 2 of "E." The many curved lines of this letter need a lot of practice work in order to make a graceful letter. "F" shows new style top strokes. Stroke 4 carries out the same feature as shown in other letters. Practise often.

"G" also shows the long top right-hand stroke. Note how it projects beyond stroke 3. Much practice is needed here.

Strokes 3 and 4 of "H" are the only differences in this letter. Strokes 1 and 2 should be parallel. The 1 is just a perpendicular stroke.

"J." The chief feature is shown in strokes 2 and 3. Note that they are half the height of stroke 1. Practise often.

In "K" we have much the same combination of strokes as shown in the lower case letter "K." The long curved stroke 2 needs much practice.

Note the slant at which strokes 2 and 1 of "L" are joined. This is a good formation and should be practised often.

The one feature of the "M" is the long, sweeping strokes 4 and 5. This is only one of the many varieties of letter formations that can be made.

To make stroke 3 of "N" it is advisable to turn the card more to the left so a good clean stroke can be made.

The centre dot of the "O" is not necessary, but can be added for variety's sake. Note how strokes 3 and 4 are brought down lower than usual.

"Q" shows a variety in the strokes 3, 4 and 5. Many different styles of tails are used on this letter. Practise the long curved stroke often.

"R" shows a very graceful letter and will need a lot of work to reproduce its formation. Note the relation of strokes 3 and 4 to stroke 5.

The "S" is just a larger copy of the lower case letter with stroke 4 added. Practise stroke 1 often.

"T" is the same as the "F" without stroke 5.

Stroke 2 of "U" is one you should feature in practice work.

Stroke 2 of "V" is a little different to that of the "U," but requires just as much practice.

The long graceful stroke 4 of "W" also needs much practice. Note that strokes 1 and 3 are parallel.

"X" is just a reproduction of that used in the lower case.

In the lower part of the letter "Y" is shown a variety. The combination strokes 2, 3 and 4 require much practice. Note the strokes 3 and 4 of "Z." These are the strokes in this letter that need the most practice.

The sign "&" shows the long stroke extended to the right as featured in many of the letters in the foregoing alphabets.

We are featuring in this lesson, the use of letter hand-painted floral designs on show cards for Spring. Note the collection of four small panel cards. These are good illustrations of this work.

The fruit card is on grey mat board and the floral design on both sides of the circle at the top of the card is a combination of green and different shades of violet. To get the best effect, first put on a shade of mauve mixed from purple and white; then put the darker color on after the other is dry, as is shown on the card. The green is put on last to give a green leaf effect.

The card "New Spring Imports," show a dainty little floral piece at the bottom.

The green stocks in this case are put on first then the two shades of mauve. This makes a striking combination on a black card background.

The white card "New Arrivals," also shows the same colors used on it as was used on the black card. This makes a very pretty effect for Spring.

GARMENT FIRMS MOVE.

While the Semi-Ready Co., operating their plant in Montreal under a small guard of city police, report that they have now sixty more employees at work than they had even before the strike was called, other manufacturers are obviating the difficulties due to the strike by moving their production activities out of Montreal. J. Elkin & Co., Ltd., who had a large factory established at Joliette, Quebec, have 200 employees there and are working to capacity. The Wearbest Co. whose employees were called out only a few days ago have installed machinery at St. John's, Quebec, and are ready to send men there. Freedman & Co. have a plant now at Warwick, Quebec, and thus the problem of supplying the retailer is being solved.

"WITH ANOTHER SCORCHER Like Last SUMMER"

Famine in Sports Shirts, Bathing Suits and Ducks Predicted, and Bigger Selling Than Ever—Present Conditions and Price Ranges in Summer Lines of Balbrigan, Collars, Belts, Suspenders, Etc.

"IF WE have another scorcher like last summer——" There it is, the one condition with its boundless uncertainty that will determine the public's demand and the dealer's scarcity in Spring and Summer lines for 1917.

MEN'S WEAR REVIEW made a survey among men's wear wholesalers to find in what shape they were for Summer lines, and then checked up their opinions with those of several retailers whose views we all admit are sound on an encouraging per cent. of occasions.

Sport coats like this, and, of course, such flannel trousers are going to have a big sale very shortly.

Big Scarcity in Some Lines

Whether last year's climatic conditions will repeat in 1917 just about settles the whole question. If they do there will be a serious gap in bathing suits, sports shirts, ducks and probably Palm Beach suits. If it is cold and rainy, well, we may struggle through, but we prefer the enforced scarcity, for then we'll be cleaned out, and far better is it to be "sold out" than to be "stocked up," at the season's end. In the former case some few would-be customers are disappointed, and the majority pleased, besides yourself; in the latter your bank account will be a little wobbly perhaps; you will be groaning over the unmoved stock upon your shelves and nobody will have much inclination to "Smile Awhile," or to "Smile, Smile, Smile!"

Craze for Sport's Shirt.

The sport's shirt craze of last year was one of the most interesting sales features, and promises to repeat in this respect. In 1916 the dealers were a little wary of an untried line, and when July came in hot, the factories could not supply half the demand. Many are doubling or trebling last year's orders in the hope that this line will be much stronger even than last year, and the factories are better prepared.

One manufacturing and jobbing house reported three times the sales of 1916 and they are tied up until the first of July; so much so that the advent of Fall shirts is delayed. Their prices range from $9 and $10.50 to $12, the same as last year, except that the $9 quality is not so good.

Another wholesale house starts at boy's at $6.50 and men's at $7.50, going up to $9, $10, $12, and $15, but reports the quality this year inferior for the corresponding prices of last year. Besides the plain white they are selling a number with collar and cuffs of striped material. If they have to repeat, prices will advance. They report a "tremendous season certain."

If any retailers have put off ordering it would be well for them to jump in right now, or they may get caught.

Dyes Cause Bathing Suit Cancellation

In bathing suits—where, too, there was a famine last year—the Canadian mills are far better prepared for 1917, and look for better sales. Warm weather will decide this.

Dyes are the most difficult question, as about the only color that will sell is a navy, solid, or with a trimming of white, cardinal or maroon. But navy dye is hard to get, especially a fast color.

English shipments are quite uncertain. One importer is just getting in a $4 line now that was due last May. Others are "expecting" them only, to sell at $4, $4.50 and $5.

One jobber has a grey and maroon line, two pieces, in cotton, for $10.50, but navy is the only sure seller. Two lines, $6.50 and $9, have just been cancelled. A cashmere range at $27 and a "near" (or "far" rather) cashmere at $18 are also in stock. Small boys' and youths' with a skirt sell at $6.50.

$1 Ducks Up to $1.25; $1.50 to $1.75.

In ducks, also a brisk seller in 1916, most dealers will be selling the old $1 line for $1.25 in 1917, and the $1.50 for $1.75 or even $2. The increase is due to the rise in the wholesale price in one case from $9 to $10.50; and from $10.50 to $12, and so on.

One firm of retailers who do a very large business are holding to a $1 line by reducing the weight of the duck from 7 oz. to 6 oz., while in the case of last year's $1.50 line they are retaining the weight and increasing the price to $1.75, feeling that those that want the latter line will be best satisfied to have the quality preserved rather than the price.

Sales in ducks have been very heavy and one firm have cancelled their $12 line (the $10.50 of last year).

AS THE SUMMER TIME APPROACHES

SCARCITY—If warm weather sets in for a long period like last Summer, there is a certain scarcity coming in bathing suits and sports shirts. One firm in latter sold up to July 1st.

DUCK TROUSERS—Most retailers will advance $1 line of last year to $1.25 and $1.50 line to $1.75. Some are having weight of former reduced to retain old price.

INVISIBLE SUSPENDERS—Price of 2 and 4-point advanced from $2.25 to $2.40. Some $3.60 lines up to $4. Others, $4 lines, remain unchanged.

SILK HOSIERY—Some $4.50 lines still on market, with printed clocks to keep cost down. Advances from $6.50 to $7.50 to retain quality. Deliveries very uncertain.

BALBRIGGAN—Still $4 and $4.50 lines on market, though much depreciated in quality. A well-known $4.50 range is up to $6.25 and $6.50, preserving quality.

SPORTS SHIRTS—Much larger demand than last year expected, if weather is at all favorable. Lines at $8.50 and $9 still on market.

SOFT COLLARS—Big ranges coming in of new lines. Long points very weak, 2-inch favorite; $1.20 up to $3.00. Device for holding tabs together where links are not used.

PALM BEACH SUITS—Good season again expected. Last Summer's prices pretty well duplicated, though weight in corresponding cases is lighter.

Palm Beach? Depends on Weather

In Palm Beach suits one retail firm reported that they could have sold 300 or 400 more suits last year than they could get delivered, but they are not ordering more heavily for 1917 on this account.

"It all depends on the weather," they explained. "A repeat of last Summer and we will be shorter than then, and will have to depend on repeats—but this is a safer policy than to assume a long run of hot weather, and be stuck with dozens of suits on hand. If it is cool, they will turn to the 2-piece light wool suit instead."

Another firm who sold Palm Beach suits at $8.50, $9, $12, $15, etc., last Summer will have a similar range of prices for 1917, but in each case poor quality.

Balbriggan Substitutes for Old Lines

Balbriggan underwear is one of those lines where prophecies as to the disappearance of the cheaper ranges have turned out to be incorrect. It was said by knit goods mills that the day of the 50-cent balbriggan was done. Behold! there soon appeared a $4.50 line as of yore, and even a $4 line was held together by thin, thin strands long enough to answer the roll call, and the 50-cent balbriggan was preserved to the Great "Consuming" Public.

A firm that had a $4.50 line jumped it to $6.25 and $6.50, but turned out a $5 line to take the place of the other. The result was that far more sold of the $5 than the $6.50 line.

Small Advances in Invisible Suspenders

In the smaller summer accessories such as suspenders, little advance so far has been seen. A $4.50 suspender went up to $5 a short time ago as a result of the heavy increase in the webbing, but in most cases a cutting down in the quality of webbing or metal parts has kept the brace price to the old figure.

In the case of the invisible suspenders one firm reported that the $3.60 line of last year in both 2- and 4-point had gone up to $4. Another had a line at $4.50, reported "just the same as in 1916."

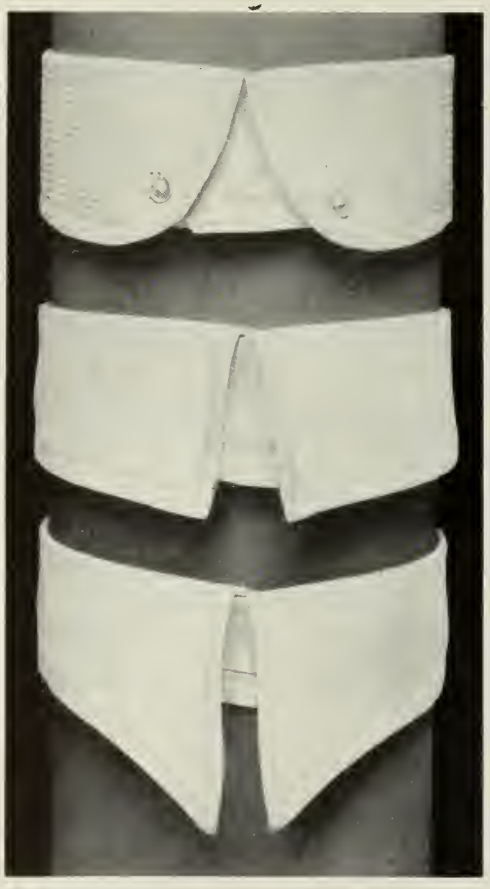
In the cheaper line the $2.25 range has gone up to $2.40 in one case for the 4-point, the 2-point remaining at $2.25; while another jobber has jumped both.

Belts Keep Much the Same

Belts, that theoretically ought to have jumped, for the most part remain the same, lines starting as before at $2.25, $3, $3.50, $4 and $6.50. A few numbers in these cases have gone up 50 cents, but the 25-cent stock is still in abundant evidence in the market. Black continues the strongest, with grey next.

Substitutes Keep Hosiery Down Pretty Well

In hosiery the "substitute" idea is in abundant evidence. For instance, a $6.50 line of 1916, with woven clocks, comes again at $6.50, but the clocks are printed on instead, to save cost. There is a $7.50 line of plain colors, black, white, grey and Palm Beach, that have advanced from $6.50 last year.



The upper collar is made of basket weave material. The middle and lower collars are of English Pique and can be worn with or without a pin. Shown by the Williams, Greene & Rome Co.

A silk and wool sock that formerly was $4.50 is now $7.50, for the same quality, but there is a silk and wool

mixture in the market for $4.50—substitution again—to keep down to the old schedule. The same jobber has a Leicester black ribbed sock, originally $2.25, and now up to $5.50, with an imitation in the market for $4.50.

A cashmere iine originally $2.25 is now $4 for the same sock, but there are others, "cotton cashmeres" as substitutes.

The silk socks, of course, are scarce, and will not stand much delay in buying.

In gloves there is not much to report, save scarcity and much higher prices. A grey suede that was $12 early last year and rose to $15, is now $16.50, and a kid that once was listed at $9 and was $12 last year, is now quoted at $15.

Soft Collars "Better Than Ever."

Let us close with soft collars. A bigger season than ever is reported as assured, and the makers are quite prepared. They are listed as last year, $1.20, $1.50, $2 and up to $3 a dozen in cotton, mercerized, silk, etc. The long 3-inch point seems almost tabooed in favor of the normal 2-inch, with the tabs either close together, or cut away. Indeed, the latter is growing in strength. One firm has just gotten out a metal device underthetabs for holding them together.

Correct Tie for Easter Sunday

This is a group of handsome new designs shown by Bilton Bros. for Easter wear. All have a grey ground, the two left ones with figured floral or conventional all-over patterns in black with a touch of white and the third a light grey ground with coin spot. This type of tie is replacing the old solid grey, the past favorite, and the later leader, the black ground with white strip or spot.

WHAT IS BEING SHOWN IN TORONTO

(Continued from page 64.)

Knitted Prices and Fancy Flannels Two Novelty Lines in Clothing.

There are not many novelties to be noted in the clothing stores. The style tendencies that were noted last month are still in effect.

One novelty line, however, that might be noted is the knitted fabric that will be used in some instances for Spring top coats. This will be used in greys and heather mixtures mostly. This knitted cloth is a product of American mills and its popularity is yet to be demonstrated in this country. It has been seen here in the form of golf coats, but for more formal clothing its introduction is decidedly a novelty.

Fancy flannels will also be a popular cloth for Spring and Summer wear. The colors most in vogue will be greens blues and browns, and variations of these colors. It is expected that these lines will be fairly popular.

WHAT IS BEING SHOWN IN MONTREAL

(Continued from page 63.)

In one of Fit Reform's St. Catherine street stores, half of the window space was devoted to some neat lines of Spring suits in shepherd plaids, and light checks, all with the latest in form-fitting lines and neatest and newest in lapels, and the cut of the coats. Spring overcoats were also shown, but it may be said that Montreal is in general rather slower this year in making displays of the main items in men's wear for Spring, perhaps on account of the effects of the garment workers' strike which has hampered the business very considerably even as regards the finishing up of Spring goods for delivery about now.

Max Beauvais' St. James street windows still offered the advantages of the odds and ends and left overs this firm has been displaying very attractively. Overcoats, caps, ties, mufflers, pyjamas, shirts and gloves were shown in the usual tasteful profusion. Another St. Catherine street window gave glimpses of the bold pattern ties recently described in MEN'S WEAR REVIEW. This store was Brennan's, a store of small windows, but interesting displays as a rule. The great department stores gave full scope within their departments to the displaying of many bargain and some advance showings of men's wear, and Goodwin's and Almy's both showed men's wear windows. Goodwins, being a Spring shirt display comprising simple pattern goods, not ultra-advanced in style, while Almy's showed neat dark suits and overcoats for young men.

While the first pages of this were being written, window dressers were busy with a portion of the window of R. J. Tooke's premises on St. Catherine Street, at Peel St., a central portion of the city, and quite close to Case's. The result of their efforts is a neat display of "Riley Hern's" handiwork in stylish suits and overcoats for young men, one $30 Spring overcoat in particular, in the new yellowish shade of a shaggy frieze, being a very attractive garment indeed. The window trim here is quiet and convincing with the Riley Hern assurance of attention displayed in a neat framed card beside suits and coats which certainly possess distinction.

KNIT GOODS ORDERS FOR FALL KEEP HEAVY

Not Many Signs of Big Contraction in Buying as Result of Heavy Stocks for 1916—Some Price Comparisons—Very High Where Last Year's Quality is Retained—Greys, Oxfords and Browns Favorites in Men's Sweaters.

AS we go to press, rather surprising reports come from the knit goods manufacturers in regard to their Fall 1917 lines: that the retail trade are ordering more than had been expected.

This was to be looked for from the jobbers, and so MEN'S WEAR REVIEW reported in last issue, as a result of the early business done with the wholesalers, for they knew that there would be a shortage in underwear and hosiery, and whatever the retail trade were, they themselves had been cleaned out of both by the heavy buying for the 1916 season.

It was felt generally that the retailers would hold back, as it was known many had stocked up one year ago two or three times their normal orders, and naturally would buy sparingly for Fall 1917.

One Firm Ordered Five Times Last Year's

What actually has happened in the last couple of months is that there has been a tremendous demand; so much so that in one case the manufacturer has called his Eastern travellers back for a conference and a checking up, and has wired his Western men to close up in a few days.

"We will have to go over the lists already made up and cut down the allotments, so as to leave some for our other regular customers.

"Mind you, I do not say all will order in this way; but the earliest ones simply came down on us with a swoop. One firm, one of the biggest in Canada, put their names down for just five times the quantity of underwear they bought off us for the past Fall; and the next two, who last year bought more heavily off us than the first, doubled their orders. In fact, one buyer offered to take from me nearly the full amount of my output of last year."

This experience has not been duplicated everywhere, but all the mills visited by MEN'S WEAR REVIEW were surprised—and not all agreeably under present conditions—by the extent of the orders received. Not only stocks on hand, but the very high prices, it was felt, would cut in half heavy buying of last year, but later reports, from the smaller buyers, will bear this out.

Buy for Season's Needs Only

However, just as one year ago, MEN'S WEAR REVIEW feels it is quite safe in urging buyers to arrange for their normal requirements for the season, and not to hold back on the chance of a decline in prices. **But do not stock up beyond your requirements. Prices have now reached a level where speculation beyond the one season is unjustifiable.**

The price situation was covered fairly fully in last issue, cottons showing the heaviest relative advances, going up as high as 50 per cent., and all wools and percentages running between 20, 25 and 40.

Here are a few price comparisons:

	Fall 1916	Spr. 1917	Fall 1917
Nat. wool underwear	$9.50	$10.50	$13.50
Hv'y. wool mixture und'r..	13.50	.....	19.00
Hosiery—Black cashmere.	2.50	.....	3.25
Hosiery—Higher grade...	3.25	.....	4.50

Another mill quoted the following advances in a man's pure wool garment:

	1915	1916	1917
Size 38 in.	$16.25	$20.25	$24.50

A third firm show this comparison in sweater coats:

	1915	1916	1917
All-wool	$39	$54	$78

Some mills have kept to last year's quality throughout, and in these cases the prices have shown heavier advances; others have again reduced weights and decreased wool percentages.

More Fancy Lines in Ladies' Sweaters

The indications are that the sweater coat trade will stand up well. While some very interesting changes are observed in some ladies' models—bringing them in line with the more dressy effects in the silk coats, and showing a tendency to be longer and to a decided flare, men's have remained practically the same.

One mill reported that its leaders in colors in men's so far were greys, Oxfords and browns.

"In ladies we haven't sold two dozen greys; the colors in these run to white, Saxe, Copen., rose, paddy, purple and canary"—a very giddy selection.

BOB LONG WEEK—APRIL 2nd TO 7th.

Bob Long Week will be celebrated from East to West throughout the Dominion, the week of April 2nd to 7th, is the culmination of a remarkable success.

It is only three years since Bob Long Gloves were introduced to the trade. So great has been the appeal made by these gloves that it has opened a market for the Bob Long Overalls which were quickly followed by the Bob Long shirt, then by the Bob Long Knitted Goods—making a line that has proven most acceptable to dealers throughout the country, netting them good profits and assuring them of ready sale and quick turnover.

Dealers have shown themselves eager to fall in line with Bob Long suggestions for the big Special Spring Opening, and are ready to co-operate with the big national advertising campaign by dressing their windows with Bob Long goods, and taking up the line with every possible customer.

To stimulate enthusiasm among the dealers, R. G. Long & Company, Limited, are offering substantial prizes to the dealers who send in photographs of their window displays. The judging will be done by unprejudiced authorities and the winning dealers will not only be awarded substantial prizes besides publicity, but an enormous increase in business in these lines. The idea of the Bob Long Week is to bring before the working man the goods he needs and wears—in an attractive manner, as is done by the millinery trade in their Spring openings of new styles.

The week of April 2nd will be the workingman's week for new gloves, overalls, shirts, etc., and after all is said and done—who is more entitled to a display of this kind than the working man. We all ought to cater more to him as he is the best buyer.

It is interesting to note that the largely augmented output of the new Bob Long factory is being taxed to the utmost, with the indications that further output will have to be arranged for shortly.

HIGH WAISTED EFFECTS, AND BRIGHT LININGS

These the Outstanding Features as Regards Men's Suits — Trousers to Continue on English Lines—A New Style of Pocket.

IN MEN'S suits for the Fall of 1917, as apparent from the new style models now being exhibited by the manufacturers, there is going to be abundant variety in design. The general tendency, however, appears to be towards the high waist effect in coats, the pinchback being now on the wane but vanishing from fashion's horizon in a wealth of fanciful and very attractive variations in pleat and belted effect. In vests the tendencies are apparently towards plain effects, with the vest cut rather higher at the collar, just a shade higher in most cases, not a very pronounced effect. In trousers the inclinations of fashion are towards the English style still, with or without cuffs as the customer's fancy may dictate. The season will be one of professional delight for the designer, who has more scope for his originality and ingenuity than ever before, and contains in the department of linings some exhilarating departures in the realm of color effect in men's wear. Like those wonderful butterflies, which present a quiet though exquisitely shaded appearance with their wings closed, but which become brilliant as the lights of Broadway, whenever they unfold those wings disclosing their inner surfaces; so will it be with the young men of fashion this Fall. Color schemes for the silk linings of coats are certainly brilliant and enlivening. They are going to prove sales getters too, in the opinion of the experts concerned, for the effect of color upon prospective customers is frequently purse-persuasive in very subtle manner. Just as children long with a great passion for rainbow hued balloons, so do youths and men, the children of a larger growth, respond with a great longing to possess clothes the colored linings of which have fascinated their eyes. They may not realize it, but color effects count in all kinds of goods, and these gay hued linings for the Fall suits of 1917 are likely to enhance sales.

One Fine Model

In the build of the garments coats are coming towards more and more delicacy of taste in form and line. In one leading style creating men's wear manufacturing house, amidst an array of new Fall suits, there was displayed a coat of wonderful daintiness of design. Built in a dark green worsted which wonderfully enriched the whole appearance of the garment, this coat filled the eye of the beholder with the satisfying sense of finely modelled form, No one feature of the garment outbalanced another. There was emphasis perhaps in the pleated back, which showed straight rather severe lines in each pleat—perfect perpendicularity in fact—but which nevertheless presented a richness and freedom of feeling certain to satisfy taste in raiment. The pleats were four in number on the back, and in front two on each side just emerging from the shelter of the arm. The coat was a double breasted one with two button effect, and welt pockets. Very perfect indeed was

A Smart Spring Model, illustrating the soft front effect which will be popular. Shown by Wm. H. Leishman & Co.

the cut of collar and lapel, not pronouncedly towards the high peaked style, but conveying all the well-groomed

effect of the brisker cut of lapel now insisted on, and the curve of collar over shoulder towards the lapel was a line of beauty. It is noteworthy that the high peaked lapel, the two button effect, and the straight fronted coat style are all favored for the Fall, though with any amount of room for variations. As a matter of fact there is even a four-button coat going on the market this Fall for young men's wear, and there will be any amount of three button styles—the top button of course an idle button.

A Disappearing Belt

Another very clever new style in coats is a belted coat in dark navy blue or other quiet color, the feature of this dainty garment being that the belt while designed to go completely around the waist and button in front after the manner of the long-forgotten Norfolk, is still capable of being worn as a half-belt, or rather a three-quarter belt reaching around the waist to just in front of the arms. A clever device gives a slit in the seam at this point where the belt can be inserted and thus worn concealed by the coat.

In the realm of fancy departures in coat styles this Fall pockets take rather a prominent place. Patch pockets, though some say they are vanishing as a regular feature still linger in fancy styles, and the bellows pocket will be seen in several designs giving scope for variation where other portions of the coat remain on similar lines to those of the next coat. Flaps for the pockets will be observed also this Fall, and there will be fanciful ideas in shape and angle of these.

New Trouser Pocket

The trouser styles promise to be along English lines with or without cuffs, but a new style trouser pocket comes to the front this Fall, a pocket not opening straight down the side seam, nor yet opening squarely accross the front after the ancient and honorable manner of the farm-laborer's pants pouches, but with the opening inclined at an angle just sufficiently off the line of the side seam to bring the pocket more conveniently under the natural movement of the hand to enter it. This little difference in trouser styles may prove popular this Fall when it will be introduced.

No Collars on Vests

Vest styles, as previously noted, are not going to be elaborate. Vests will not carry collars, as had been half expected by some designers. They will have rather sharp pointed effects below the waist line which will be in keeping with the waistline effects of coats, and therefore higher, and more 'waisty' than in previous ideas. Vest pockets with flaps will be seen, and while over-elaboration is not expected in vests this Fall, there will be certain fancy touches in the way of pleats above and below pockets.

Conservative style coats will be shown with three button effects, some semi-peak lapels, and some square lapels, the pinch-back idea inconspicuous or altogether absent.

In one four button style for young men's wear this Fall the designer has built the coat with a plain yoke back, and four pleats where the yoke joins the body of the garment. It is not probable that this style will dominate the market, but it will undoubtedly be popular with certain particular customers.

Double Breasted Coats Gain

Double breasted coats are coming in for Fall wear, these in one button, and two button styles. Lapel roll is mostly short, but may be varied a good deal within the limits of the high button effect that is predominant. Drop lapels with very small notches, only about a bare inch of notch, are being shown, and the high peaked lapel is to have an opening of about three-eighths of an inch notched just above the main mass of the peak. Formerly, as will be recalled in connection with the peaked lapel, there was no notch allowed.

Linings have been mentioned. The tendency towards the quarter lined coat is marked, also the silk lined. It is therefore possible for the designer to use more brilliant color schemes in linings without startling the trade out of all equanimity.

In lining materials there will be seen this Fall wonderful line and mass effects varying from buff, green, purple, and red line schemes to canary, mauve, putty, violet, and black striped patterns. The quarterlined effect shows

A Summer Suit of the Palm Beach variety. Shown by the Miller Mfg. Company.

alluring peeps of these gay hues, just sufficient to attract without dazzling the eye. All silk-lined garments are priced about $3.50 per garment above the cost of ordinary linings. With all materials going to so much higher prices the trade is more and more coming to realize that the lines of men's wear selling to the retailer at $20 or so, and retailing at $30 a suit are perhaps the most satisfactory to handle, though certainly a goodly amount of the cheaper priced goods must be manufactured to meet needs.

A Word on Overcoats

Fall overcoats are strongly influenced as regards styles by the trench coat idea. This is, of course, an ulster style, but Canada is largely an Ulster wearing country, this form of garment being well adapted to climatic conditions. The loose box coat or slip on is also to be shown considerably this Fall and is likely to be popular as ever. But this overcoat tendency was pretty thoroughly discussed last month, and there is at the moment little new to report.

W. Sutcliffe, Courtney, B.C., men's furnishings, is commencing business.

J. G. Robertson, Foremost, Alta., men's furnishings, have recommenced business.

CHANGING STYLES IN BOY'S SUITS — TOMMY TUCKER MODELS FOR LITTLE FELLOWS

A neat little laddies suit.

IN the matter of boys' clothing for the coming seasons of 1917, the same conditions as affect the grown-ups' wearing apparel prevail also, and anything woollen will be higher priced. For very small boys between two years old and six, the Buster Brown suit has become a thing of the past, and in its place is being brought out the Tommy Tucker, a new idea, very neat and pretty, comprising a suit of jacket and knee pants with white pique collar and cuffs, the material of the suit being blue serge.

For boys rather older, the double-breasted suit has gone out of style now, and this is being replaced by a Norfolk style of suit with tendencies towards the pinchback.

For the higher class taste in boys' wearing apparel some very quiet and conservative suits are being kept to the fore, the demand apparently being unvarying in this respect. Tweeds and serges are the prevailing materials, usually in reserved colors. Boys are wearing Norfolk suits up to fifteen years of age now, replacing the double-breasted bloomer suit of last seasons, and in the East at all events, youths from fifteen upwards, and even in some cases from as young as fourteen, are likely to be found wearing rather mannish styles of suits, and paying particular attention to cut and detail. For these young men in the bud, the pinchback tendency will be found most marked early in 1917, and may endure throughout the Summer and into early Fall.

A new older boy's model

HATS and CAPS

PRICES ADVANCE ALL ALONG THE LINE

Ever-Increasing Prices and Actual Scarcity of Supply the Feature of the Hat and Cap Market—Good Quality Soft Hats Will Have to Sell at $3 or More—English Derbies in Cheap Grades Unobtainable — The Difficult Straw Hat Situation—Scarcity in all Varieties—Caps Increase in Price.

WITH every passing month the hat situation takes on a more complicated appearance, due largely to the changing commercial situation in the countries directly affected by the war. Difficulties of delivery, actual shortage of supply, and the consequent ever-increasing prices, are among the conditions that face the harassed hat manufacturer, and generally speaking, his position is anything but a bed of roses. The single bright spot is that with the constantly growing scarcity buyers are inclined to be somewhat more chary of criticism. In fact in these days, anything that looks like a hat can be sold if it is priced at a popular figure.

The Favored Models

Regarding styles of soft hats the popular models will be those with wide brims and bound edges with a medium crown that varies little from the style of the past year. The size of brims run from 2½ to 2¾ with some few makes running as wide as 3 inches. The most popular selling width, however, is the medium 2⅝. The braids are mainly in the same colors as the hats, though there are some instances of contrast bindings. Greens and greys continue to be the favorite hat colors, while some dealers notice a quite pronounced turn in favor of the pearl grey shade.

The Three Dollar Hat Arrives

In all hat lines the prices have advanced sharply, so much so indeed that even the $2.00 and $2.50 hat are doomed. Of course there are some hats available to sell at the old $2.50 price, but the fur felt hat with a genuine leather sweat band and bound edge, will have to sell at

$3.00 at least. Moreover this is a condition that is apt to get worse before it is better. The reason for this is the actual difficulty of getting the stock.

It is a rather striking fact that the English hat factories are not the ones which are most accountable for the late delivery of goods. Already there have been heavy deliveries from that source, and the Missinuabi, which docked on February 15, carried further heavy shipments. There are some heavy shipments yet due, however, and there is a strong probability that some of these will not come. On the other hand, Canadian hat makers have been so badly hampered by scarcity of material and labor, as well as many other incidental difficulties, that many of them are far behind in their deliveries.

Buy Your Fall Stock Early

This situation has its lesson for the trade, and that cannot be too strongly urged. Order your Fall stock early, or the chances are strongly in favor of your having no Fall stock to offer.

The greatly increased price, and the vastly decreased output presents a situation that is difficult to gauge. That there will be a decided scarcity, however, goes without saying. Canada has been depending to a very considerable extent in the past upon hats of English make. Now this source is being materially decreased. The reasons given are scarcity of material, which is becoming a most alarming item in the hat trade, and the scarcity of expert labor.

Cheaper Derby Hats Not to be Had

In the United States, there is reported a growing feeling in favor of the stiff hat. The hat dealers are not encouraging any such tendency in this country. Derby hats are practically all imported from England, and though it it possible still to get the high priced hats from that source, hats at about $33.00 a dozen, the cheaper grades are entirely withdrawn from export trade.

Two new Panama styles—the Puggaree band will be used, but perhaps not as largely as the plain black.

As the situation appears at present, there seems to be no reasonable doubt that the already high prices are going to be most materially increased, certainly this is true of English importations, because all the cheap and medium priced lines will be required to meet the home market.

As to color and quality, they are as good as may be, but no manufacturer is showing any tendency to guarantee these goods. This is for no fault on the part of the manufacturer, but is merely the result of the unprecedented conditions of the raw material market. Moreover dealers cannot afford to be too carping in their criticisms. For instance one retailer returned a shipment of hats that had been sold to him at $18.00 because they did not quite meet his expectations. In the meanwhile the price had risen and these same goods were resold by the wholesaler for $24.00 and the retailer found it impossible to replace, even the same quality goods, save at the greatly increased price. It looks like a case where the retailer will do well to make the best of a not too cheery situation.

English Caps Show Marked Advance

In caps there is a very decided advance also. The increase amounts to between $1.50 and $2.00 for the past month. There is also an increasing difficulty in getting raw material. Fortunately the situation, as far as actually getting the goods, is not quite as serious as it is with the soft and stiff hats. It is merely a matter of paying the price. The tweed cap with the large crown seems to be holding the centre of the stage for the present.

In the straw hat lines there are also difficult situations to be noted and in many cases material advances. Of course many dealers had their supply prior to the advance, but those who were not wise enough to thus look ahead have been left to the uncertain price conditions of the American market. The high prices of the straw hats has had a tendency to favor the sale of Panamas, and these seem to be likely to have quite a vogue, sales of these goods have already been fairly heavy.

Straw hats, beside being higher in price, are going to be scarce in the extreme. A number of circumstances have arisen to foster this condition. One of these was the destruction of the Crown Hat Plant at Galt, Ont.

It has been decided by the management of this plant not to rebuild, and consequently all of the orders taken by this firm, mounting into the tens of thousands of dollars, will have to be cancelled. This concern was among the largest manufacturing plant for split straws in Canada, and this withdrawal, coming on a market already in difficulties owing to shortage of material and expert labor, vastly increases the scarcity. Were it not that England is suffering from similar difficulties, the shortage might have been partially met by importation of the English Sennit grade, but the difficulties of transportation, added to those already noted, makes it increasingly difficult to get sufficient of these hats to meet the very decided demand for this variety, let alone any chance of using this variety as a stop gap. As the English exportation to the States has also been considerably curtailed there is very little help to be expected from that source. The shortage in split straws, and there seems no doubt that there will be a shortage, with one concern out of business and the other booked up to capacity, will come in the $12.00 to $24.00, and more especially in the better quality goods.

The popular style of hat will have a brim about 2½ inches with a 3½ inch crown.

Canadian Market Booked to the Limit

As for the matter of price, it is evident that the Canadian market is about booked up to the limit, probably a little over the limit, so those unwise ones who have not laid in their Summer supply, or at least provided for it, will be faced with the necessity of paying very high prices. Some indication of these probabilities may be gleaned by the prices paid for Salvage stock at a recent sale. Straw hats made to sell at $9.00 sold for $11.00. These, of course, were in perfect condition, but it is to be remembered that these goods were bought at a sale, where the idea is usually to buy goods at a discount, whereas they sold for a premium of upwards of 20 per cent.

NECKWEAR

THE LATEST TIES ARE IN BRIGHT COLORS

Nothing Sombre About Easter Offerings — Tendency to Build Tie for Longer Life is Noted—Some Models Described.

NATURE turns to the vivid in Spring. The grass is very green. The trees are bright indeed. It is little wonder, therefore, that neckwear manufacturers should also turn from the quiet, almost sombre ties of Winter, to the bright patterns—some will unquestionably call them loud.

And indeed many of the ties being shown at present are loud. There are some Japanese printed novelties, for instance, which rival Joseph's coat of old, for their many colors. But Joseph's coat, it must be remembered, was considered a mighty handsome garment in those days—and have we not got something like it to-day in our Mackinaws. It is therefore not strange that neckwear manufacturers should expect the bright, the startling almost, to find great favor this Spring.

Some of the Leaders

Speaking generally, the popularity of printed Failles seem more and more assured as Spring approaches. Merchants have by now tested out their trade pretty thoroughly, and it is evidently their opinion that this class of tie will be very strong. The orders being received on all hands make this very clear.

Then the old time Mogodor, of which mention was made in THE REVIEW some months ago, continues to find favor —not only in the fancy stripes, but in the quiter colors, for of course it must not be thought that we intend to convey the impression that there will be no quiet ties.

Also well intrenched to gain the popular favor are the hair-line stripe and bird's eye Jaspers—also the fine Jasper stripes. But the large patterns are proving the best sellers, and there seems every reason to think that they will be the leaders for the Spring and summer, also, in all probability, for the coming Fall.

A month ago something was said of bat wings, the prediction then being made that these would be in greater favor than for some time. Bat's will, of course, be only a moderately small percentage of the Spring and Summer neckwear, but unquestionably they will be a larger factor than for 1916, or for 1914 even.

One of the new Bat Wings being shown by Tooke Bros.

A Japanese printed novelty. Shown by Sterling Neckwear Company.

Something New in Bats.

There are some new ideas in bat wings worth describing—for instance, one model, illustrated in connection with this article, having the piping on the cross piece only. Bias cut bats seem sure to find favor, some having been constructed in a combination, reversable effect, with the opposite color being taken over at the edges to give a border. In the quiet colors in which they are shown these look exceedingly smart.

KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK

KANTKRACK

Trade Mark Registered

FORREST
Front 2 in., sizes 13 to 17

GRANT
Front 1¾ in., sizes 12 to 18½

LAMON
Front 1 in., sizes 14 to 19

—not a name only

but a trade-mark which is descriptive of the quality of The Parsons & Parsons Composition Collars.

And what gives it this name is the fact that the superior quality of material used is strengthened with attached Flexible tabs, which are patented, and reinforced button hole, and the patented slit in the back which insures easy fastening and adjusting the tie.

Made in all the leading styles but in **"One Grade Only, and That the Best."** Made to give you the biggest collar profits with the least possible stock investment.

The KANTKRACK Trade-mark is your surest guarantee of perfect customer satisfaction.

Think of the K.K.K. when ordering collars.

The Parsons *and* Parsons Canadian Co.

Makers of the famous KANTKRACK *composition collars*

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

As a result of the tendency toward higher prices some tendencies in manufacture begin to show up strongly—a tendency, for instance, to so construct the tie that it will have a longer life, thus giving the wearer the greater satisfaction which will cause him to look with favor upon high-priced neckwear.

There is being shown, for instance, a close end Faille tie, which is lined deep in the bias end, and each end of which is tacked to prevent creeping up of the lining.

Then there is a reversible tie—in fact, many varieties of this—which is receiving a great deal of attention. It is about as nearly indestructable as a tie can be.

What of Prices.

Now as to prices.

Well, we hesitate to predict as to prices, for there are many factors which enter into this question.

This much may safely be said, however, that all the makers are favoring the more expensive ranges, because they know it is in these, and in these only, that they can give the merchants the quality of neckwear which they

On the left a reversible four-in-hand, of the style which is proving very popular; on the right a large closed end faille, also popular despite its cost. Shown by Tooke Bros.

have come to expect, and which their customers expect to receive from them. This is stated in a broad way, and not forgetting for a minute that there will be $4.25 neckwear on the market this Fall, as well as this Spring—yes, and $2.25 neckwear, too. But these ranges will not be very complete ranges. Far from it. It will be practically impossible for the dealer to select from these ranges a variety wide enough to enable his meeting the needs of his trade. He will have to move up to the higher-priced goods to get the assortment of patterns required.

As time goes on, however, this necessity is worrying the trade less and less. It has, indeed, been thoroughly demonstrated by now that men are willing to spend 75c. and $1 for neckwear. It seems sure, indeed, that in the actual number of ties sold, those at these higher prices will lead during the coming season.

Fewer Subterfuges Now.

Subterfuges, to the end of keeping down tie prices, are being given over altogether now—or nearly so. The manufacturers are taking the better course of advising the trade as to the exact situation; as to their inability to get silk at a price which will enable the showing of any thing like as wide a range, or as good a range, as formerly in the 50-

A popular reversible Bat Wing. Shown by Wm. Milne.

cent neckwear. They are finding the trade ready to accept the situation, and to buy more and more largely of the higher priced goods.

Another noteworthy change is the turning toward buying ties unboxed. The high prices of boxes has probably brought this about. If so it has done good, for on the whole ties coming unboxed are more likely to be well displayed in the store.

SOMETHING NEW IN AUTOMOBILE WRAPS

(Continued from page 47.)

A little wider brims than those of former years, with a medium crown with a slightly curled edge you must have, as to whether it shall have a crease or not is left to your own decision. This indeed is liberty.

My friend, it may be that you will never get any nearer to Palm Beach than Jersey City, but whether or no you can still ponder this vagrant babbling of mine, for as sure as the sun shines, what is worn at Palm Beach to-day will be worn on Broadway some days after to-morrow.

FIRE DOES DAMAGE

Fire on Feb. 13 did approximately $125,000 damage to the Grafton Clothing Company and to the T. H. Pratt Company, Hamilton. The Grafton building, which is situated in the heart of the shopping district, was entirely gutted, while the Pratt store had the rear completely destroyed by fire and water. The origin of the fire is unknown.

PERSONAL

Leslie Pascoe, who has for many years been employed at McDonald's clothing store, Brandon, went to Winnipeg recently, where he went to offer his services to his country. Unfortunately for Mr. Pascoe, he was unable to pass either of the two medical examinations and is in consequence sorely disappointed in being deprived of the opportunity of doing "his bit."

Merchant tailors of Winnipeg, believe that regulations similar to those enforced in Ontario should be made to apply to the Manitoba Workmen's Compensation Act. A traders section of the Retail Merchants Association was formed by the tailors. The following officers were elected: President, S. R. Hunter; first vice-president, L. C. Inglis; second vice-president, C. S. McFarlane, treasurer, R. J. Durant; secretary, J. S. Stephenson.

"These Stitches Do the Trick!"

–the tie that "stood up"!

Sterling "Stay-in-shape" cravats were introduced as a *novelty*—they are now a permanent *necessity!*

The live-wires tried them out; now every repeat order says "stay-in-shape." They've stood the test.

Those patented stitches clinch the lining to the back of tie (as photo), preventing ripping, curling or twisting—that means satisfied customers.

PRICE?—just the same as other makes, and your choice of all that's newest in printed or woven patterns. $4.25, $5.50, $7.50 and $12.00 the dozen.

Your competitor may be getting this come-back "Stay-in-shape" cravat business. Why not prove it yourself with a sample order—just one dozen if you say so!

STERLING NECKWEAR CO., LTD.

"THE HOUSE OF NOVEL-TIES"

TORONTO

MARKET REPORTS

THE MARKETS AT A GLANCE

From present indications clothing for the Fall trade will be in the neighborhood of 10 per cent. higher than it was for the Spring and Summer lines. Neckwear silks have increased in price during the month approximately 5 per cent. There is an easier tone in the raw silk market, but this will scarcely make itself manifest in neckwear silk for some months in the future. Shoes held steady in price, but manufacturers anticipate that it will be necessary to advance their Fall lines. Travelers will start on the road with the Fall lines about the middle of March. It is expected prices will be considerably higher for shoes to be delivered in the Fall. Canadian makes of hats have advanced in the neighborhood of 10 per cent. during the month. One manufacturer of straw hats has withdrawn quotations, which to wholesalers presages an announcement of higher prices in the near future. Gloves have held steady in price during the month at the advances recorded last month. Demand for leather goods for soldiers' use has fallen somewhat, which is accounted for by the fact that enlistments are not as heavy now as at this time a year ago.

GREAT BRITAIN'S CLOTH EXPORTS LARGER IN 1916

Reports Confirmed That Fall Lines of Clothing Will be 10 Per Cent. Higher Than for Spring and Summer—Fall Goods Will be Shown in March.

CLOTHING.—Statistics compiled of the export trade of Great Britain in cloth show that the amount has been greater during the year 1916 than in the year 1915. During the first eleven months of 1916 the number of yards of woolen cloths exported was 123,340,700 as compared with 83,894,400 yards in the corresponding period of 1915. In other words the export, even under war conditions, with all the extra demands on the British mills for the clothing of the Allied armies, was 39,446,300 yards greater than in the previous year, which was the second year of the war. Or as compared with the year 1914 the exports of cloth were greater in 1916 by 46,417,700 yards. This is no mean figure. The excess of exports in the year 1916 over 1915 would be sufficient to clothe an army of 13,000,000 men with one suit of clothes for each man. The business has been greater with the Dominions within the Empire—South Africa, Australia, New Zealand and Canada. Exports to Norway and Denmark have increased greatly from the British Isles during the past year. Goods have been going forward to the overseas Dominions of the Empire, but, of course, at considerable advances in price. The main point, however, lies in the fact that the war years have seen a great increase in the export trade of Great Britain. It should be stated, however, that the exports in 1916 comprised some 40,000,000 yards of cloth for military purposes that went to France.

Higher Prices for Fall.

Manufacturers quite generally will advance their clothing in the neighborhood of 10 per cent. on Fall lines over the Spring and Summer goods. Suits that were sold to the retail trade for $18 will in all probability be advanced to $20. Manufacturers state this higher cost is represented in the increased labor cost and in the cost of trimmings. They have been carrying fairly heavy stocks of cloth and in this way the increased cost of the cloth has not entered as a material factor in the higher price for clothing. Manufacturers are now preparing their models for the Fall trade and travelers will start on the road about the middle of March. While there have been fairly heavy cancellations of orders in some quarters manufacturers quite generally state the Spring and summer trade has been quite satisfactory from this standpoint and that cancellations were not heavier than in normal seasons. Where cancellations are reported heavier than normal they are accounted for by the fact that merchants in some instances find that it takes more money to carry a normal stock. Their orders accordingly are pared down to come somewhere near their normal investment in clothing stocks. Business for the Spring and Summer trade is reported equal to the same period last year.

Now Reclaiming Soldiers' Clothes

During the first part of the war the cast-off soldiers' outfits were destroyed entirely either by burning them or burying them. The British Government has now completed facilities for reclaiming this cast-off clothing. The saving that has been effected is thereby enormous and will help conserve in a large measure the wool supplies. The extent of the business may be seen when it is realized that between May and December of last year there were handled at Dewsbury 700,000 pairs of trousers, 600,000 tunics, 550,000 pairs of socks, 320,000 caps, 320,000 pairs of puttees, 220,000 pairs of drawers, 200,000 shirts, 120,000 pairs of pantaloons, 75,000 towels, 70,000 great coats and 50,000 Cardigan waistcoats. This reclaiming would be a factor in helping to keep prices of cloth down, as the supplies of wool thus secured are turned again into shoddy cloth.

GLOVES HELD STEADY IN PRICE DURING MONTH

Volume of Business as Large in Dollars and Cents but Orders Numbered in Dozens Have Not Been Up to Last Year.

GLOVES.—Prices for the Fall lines of gloves held steady during the time intervening since last report, when an announcement of a 20 per cent. increase was made on the Fall lines. The volume of orders is reported not as heavy this year as it was at the same time last year. In actual amount in dollars and cents it is up to last season, but the increased prices account for the swelling of the volume of business. In other words retailers are not booking as heavy in the number of dozens they are ordering. They are spending about the same amount of money in the

Avenue Brand Clothes for Boys

Smart Models
Perfect Fitting
Ready Sellers

Your clothing stock is not complete without "**Avenue Brand.**"

* * *

See the **best** line of Boys' Clothing before placing your order for Fall and Winter.

* * *

Our representative will call on you shortly with **it,** and surprise you with its completeness in models and cloths, and remarkably low prices.

* * *

Clever designing originated in New York along with splendid qualities of tweeds, worsteds and serges, make this New Line one of the strongest we have ever shown, in spite of the tremendously increased cost of fabrics and labor.

* * *

We have specialized in Boys' Clothing for years, and are noted from coast to coast in Canada as the Makers of Boys' Clothes that "Sell" at a big profit for the retailer and every satisfaction to the wearer and the mother of the wearer, who "foots the bill."

* * *

Increase your sales and profits in your Boys' Department by stocking "Avenue Brand" clothes. **None better. None quite as good.**

* * *

Drop us a line and we will send you further information when our representative will reach your town. **We also make Men's, Youths' and Young Men's "Avenue Brand" Clothing. Every garment guaranteed.** Wait and see.

C. M. Gilchrist & Co.

107 Front Street East
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

orders placed, but they are not getting as much goods as formerly. From the trend of the conditions it would seem the dealers intend to do more of a hand-to-mouth business while prices are at high levels. Leather supplies have been still in a difficult position with no larger quantities being offered. Following are quotations on some of the glove lines.

Split cowhide working gloves, dozen	$13.50
Buckskin gauntlets, doz.	27.00
Buckskin moccasins, doz.	22.50
Buckskin moccasins, doz.	36.00
Horsehide teamsters' mitts, doz. pairs	27.00
Grey suede gloves, doz.	21.00
Grey suedes, doz.	24.00
Ivory capes, doz. pairs	27.00
Tan capes, doz. pairs	27.00
Automobile gauntlets, doz. pairs	44.00

NECKWEAR SILKS MAKE ANOTHER ADVANCE OF 5%

Good Demand Reported for Neckwear for Spring and Easter Trade—Some Materials Being Shown are Thinner Than Usual.

NECKWEAR.—Manufacturers' agents state they are showing thinner tie materials than ever before in the history of the trade. This is to meet the demand for the low-priced article. They anticipate there will not be a heavy sale of these, but they find it necessary to carry the lines in order to cover inquiry for these goods. Considerable cotton is being put into these lower-priced lines with a percentage of silk. In the better grades of silk cloth for neckwear there have been announced by the manufacturers in Switzerland an advance of approximately 5 per cent. during the month. Representatives of Swiss manufacturers do not anticipate quite as heavy a year during 1917 as they had in 1916, when the trade was exceptionally good. However, they have hopes that they may be disappointed in their expectations. The year 1916 was the big year for silks and there would be no serious objection by the dealers to a repetition of the same state of trade. It is anticipated that the purchases will largely be for actual needs so far as can be anticipated. High prices for silks make dealers chary of carrying heavy stocks. There was an easier feeling in the raw silk market during the month. Exchanges were closed for a time owing to the break in the market. But this easier tone in the raw silk market will not affect the price of the finished product for probably a year hence. There is considerable raw silk from Japan and China used in the manufacture of the neckwear silk, but the raw silk that is used in the warp is secured largely from Italy. There is a continued tightness in getting this material from Italy owing to the permit system adopted by the Italian Government to control the outlet of raw silk. Much of the raw silk now goes into the manufacture of munitions and supplies for war purposes and stocks are conserved by the Allied countries for this purpose.

OVERALLS AGAIN MOVED TO STILL HIGHER LEVELS

One Manufacturer Advanced Line to $19, Which Represents Increase of 50c. Per Dozen—Other Manufacturers Hold at $18 for Fall Delivery.

OVERALLS.—It was intimated in these columns in last issue that there was strong probability of an advance of 50c. per dozen on the line of one overall manufacturer, such an advance has now been made effective. This concern is now quoting their overalls at $19 per dozen for the black, blue and blue striped goods. There has been a big demand for the one-piece overalls. These prices are only named for March and April delivery. Another concern is taking orders for delivery up to the end of September. With this concern the price of $18 per dozen still holds. One manufacturer pointed out that the enforcement of the regulation for the collection of duty based on the value of the goods at the time of shipment has meant at least an increase of 42c. per dozen on the price of overalls. Labor operations have increased considerably the cost of manufacture. One manufacturer stated that the cost of one operation on a dozen had increased from 72c. to 90c., and that this was a fairly representative instance of the way the labor cost has mounted in nearly all the operations. Forward placing orders are good at the present time, but sorting orders are stated by some manufacturers to be lighter than usual. In some quarters higher prices in overalls are looked for, the intimation being made in one quarter that overalls at $24 per dozen would not be out of the range of possibility. Another manufacturer, however gives it as his opinion that the market has reached pretty near high point.

CANADIAN FELTS HIGHER: QUOTATIONS ON STRAWS OFF

Ten Per Cent. Increase Made Effective by Canadian Manufacturers of Felt Hats—Anticipated Advance in English Felts.

HATS AND CAPS.—An advance during the first part of February in Canadian felt hats by the manufacturers increased the price 10 per cent. Some jobbers assert that this new price will necessitate that the $2.50 hat be advanced to $3 for the Fall trade in the retail stores. This is, of course, for a hat with a genuine leather sweat band and bound edge. There will be lower-priced hats for the imitation leather sweats and the unbound edge. One of the Canadian makes of hats which last September sold for $14.50 are now quoted at $20 per dozen to the retail trade. Travelers for the wholesale houses will start on their rounds about the middle of March with their Fall samples.

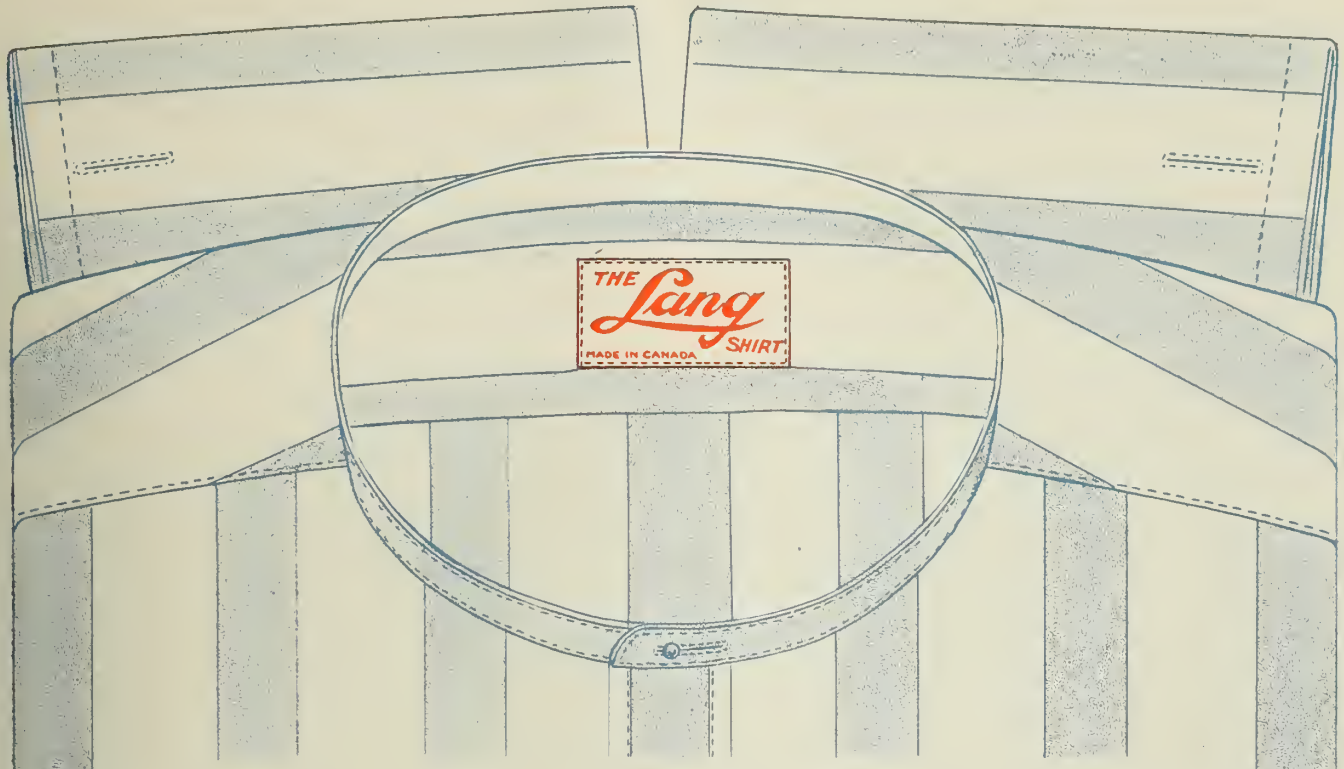
There will be a shortage of straw hats this coming season according to dealers closely in touch with the situation. This is caused through the shortage of the braid which usually comes from China. As an indication of the trend in the straw hat market one manufacturer at the time of writing had withdrawn prices altogether. This was taken by the wholesale trade as a very good indication that higher prices can be looked for in the near future.

The market for caps held steady during the month. Manufacturers report the trade is equally heavy for the corresponding period of last year. Travelers have now been on the road for some six weeks with the Fall samples and a fair indication of the trend of trade is now obtainable. There is a shortage of tweeds for the manufacture of many lines. Manufacturers state that the mills in the old country have very little to offer in these lines and that the Canadian mills are not looking for business. In normal times representatives of the Canadian tweed manufacturers made frequent calls in the interest of their principals, but this year they are rarely seen among the manufacturers. There is considerable trouble being experienced by the manufacturers in getting shipments of goods to their customers through the embargoes that are now in effect on Canadian railways. The output of some of the manufacturers is now sold up to April 1.

DEMAND FOR SOLDIERS' LEATHER GOODS DROPS

Stocks Were Well Cleaned Out of Retail Stores at Christmas—Big Demand for Ladies' Handbags—Sheepskin Double in Price at Present Over Year Ago.

LEATHER GOODS.—There has been a heavy demand for leather goods of particular kinds during the past month. Business is better than at this time last year, and last year



SELL HIM THE Lang SHIRT

"The Line of Unusual Values"

Show that particular customer of yours the splendid values in our 1917 Spring and Summer range of *Lang* Shirts. The reliable fabrics, the fit and the fair prices which characterize this new showing offer you an unusual selling combination to attract the best trade of your town and to build up a really profitable and permanent shirt department.

All the Standard lines as well as the latest and most sensible novelty features are included in our 1917 range. We specialize in fine quality shirts made up for retailers under their own name.

This service, linked up with your present connection, will show you real profit in your shirt department.

Let *Lang* samples convince you. Send for them to-day. Fall samples ready in March.

The Lang Shirt Co., Limited

Kitchener, Ontario

was also a good business year. Demand, however, at the present time runs principally to leather goods for women's use. Handbags in particular are going well. Manufacturers are at a loss to explain the good demand at this season of the year except from the fact that there was an extra good trade during the past Christmas season and stocks were pretty well cleaned out, with the result that repeat orders are now coming in. Wholesalers are not importing goods from the Old Land this year and this has sent a bigger demand to the Canadian manufacturers. Canadian manufacturers in consequence are showing a bigger range than they have ever done. At the present time there is a light demand for collar bags. The demand for leather goods for soldiers is reported to be decreasing for some reason. Money belts, metal mirrors and hussifs no longer seem to be in such demand as they were at this time last year. It will be recalled that enlistments were the heaviest with the Canadian forces during the first part of 1916 of any time since the war. At present enlistments are not proceeding at the same rate. Morocco, seal and sheepskin leathers are in good demand for leather goods of this kind. Supplies of morocco and seal can be obtained as long as the prices are paid. Sheepskin is comparatively scarce and the price of this material is double at the present time over what it was a year ago. Dyes for leather goods do not give the uniform good satisfaction that they formerly did and colors are consequently not as dependable.

MILITARY AUTHORITIES IN MARKET FOR SOLE LEATHER

Tenders Called for 35,000 Pairs Tap Soles and 25,000 Pairs Top Lifts—Leather Prices Held Steady During the Month.

SHOES.—Canadian tanners have been asked to make a tender on 35,000 pairs of tap soles and 25,000 pairs of top lifts by the military authorities. It is presumed these soles and lifts will be used for the repair of shoes of Canadian soldiers. This order in itself is not unusually large, still the amount of leather consumed therein would not be inconsiderable. Demand for leather of all kinds has been good, but tanners are not seeking orders for forward booking. They are able to dispose of all they can manufacture without any difficulty and by doing business on a hand to mouth basis for actual immediate requirements they are catching up with orders that have accumulated. There is no indication that the leather market is weakening.

In the New York hide and leather market there has been little change during the month. One dealer in that city has expressed the opinion that there is bound to be a continuance of the extremely high prices at present ruling. It was pointed out that while there had been an easier tone to the market since the first of the year prices are no lower. Large contracts in that centre are not being placed. Manufacturers of leather in the United States are all oversold and are shipping out goods against old contracts. This is practically the situation among Canadian tanners at the present time.

As to what effect the end of hostilities would have on the leather market it is pointed out by one New York dealer that Germany and Austria would be practically bare of raw skins and would need to buy large quantities and that in consequence there was small chance of prices dropping after the war. In the United States it is between seasons with the shoe manufacturers, and prices there held steady during the month. With the Canadian manufacturers of shoes there has been a steady market during the month. Demand for Spring and Summer lines has been exceptionally good. Manufacturers for the most part express considerable satisfaction at the way business has developed. Shoe manufacturers are unable to secure leather for their Fall lines on contracts as they have in the past and this will make the market uncertain. Labor cost has also increased considerably and it is expected that the Fall lines of shoes will be higher than the Spring and Summer lines by at least ten to fifteen per cent. Samples are now being arranged by the manufacturers and they will start their travelers on the road between the middle of March and the first of April. Rubbers and overshoes are expected by some dealers to be higher for the Fall line. There is no relief in sight yet so far as lower prices for shoes go.

LEATHER SUBSTITUTE

Proud Discoverer States This Will Make $3.00 Shoes Possible Once More.

W. L. Douglas, of Brockton, Mass., former governor of Massachusetts, spending the Winter at Miami, Fla., says he has discovered a satisfactory substitute for leather, which can be manufactured much cheaper than leather. He refused to divulge the nature of his discovery, but declared that experiments show conclusively it can be made into serviceable shoes to retail at not more than $3 a pair.

Mr. Douglas predicted still higher prices for leather, and declared this would cause much suffering among the poor. He said there is as much leather produced as formerly, but the consumption has been greatly increased by automobile upholstery and as shoes for the great European armies. This and disorganized transportation will cause higher prices.

ELECTRIC-LIGHTED GLOVE

A NOVELTY—and a mighty useful novelty—is an automobile glove with a small electric bulb on the back. This is being manufactured by the Hamilton Carhartt Cotton Mills, Limited, of Toronto. The bulb can be removed in the day time, and screwed in at night, when it becomes useful for signaling stops. The necessary electricity is stored in a small battery for which a pocket at the back of the cuff has been made.

NEW DESIGNER SECURED

CHESTER H. MACK, lately assistant designer of Skolney & Co., Ltd., New York, manufacturers of children's clothing, and head designer of M. S. Kondazain of Boston, has recently accepted the position of head designer for Walter Blue & Co., Ltd., taking charge of the complete designing of the well-known brands of ART KRAFT clothes for men and WEARBETTER suits for boys, that this firm manufacturers."

PERSONALS

M. You, tailor, is commencing business in Medicine Hat.

Cheapside Co., Regina, Saskatchewan, are discontinuing their men's furnishings business.

Many in the trade will learn with regret of the death of F. C. Smith, secretary of Scovil Bros., St. John, N.B.

C. B. Pidgeon, St. John, New Brunswick, is advertising the stock of his men's furnishing store for sale, to close out business.

C. K. Kindlestin, formerly with the National Garment Co., of Montreal, has joined John Elkin & Co., covering his own old ground in the Maritime Provinces for that firm.

J

The New Way System

The New Way Revolving Wardrobe

You Are Losing Money

if you do not use every available inch of space in your store.

The New Way System takes care of every department with Revolving Wardrobes for Clothing, Hats and Furs and Unit Fixtures for all lines of Furnishings.

Such concerns as Scovill Bros., St. John, N.B.; Goodwin's Ltd., Montreal, P.Q.; E. R. Fisher, Ottawa, Ont.; T. Eaton Co., Dunfield & Co., and Robt. Simpson Co., Toronto, Ont.; R. H. & J. Dowler & Co., St. Thomas, Ont., have adopted it.

You cannot afford to be without it.

Let us send our representative to figure out with you how efficiency can be increased and overhead reduced.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

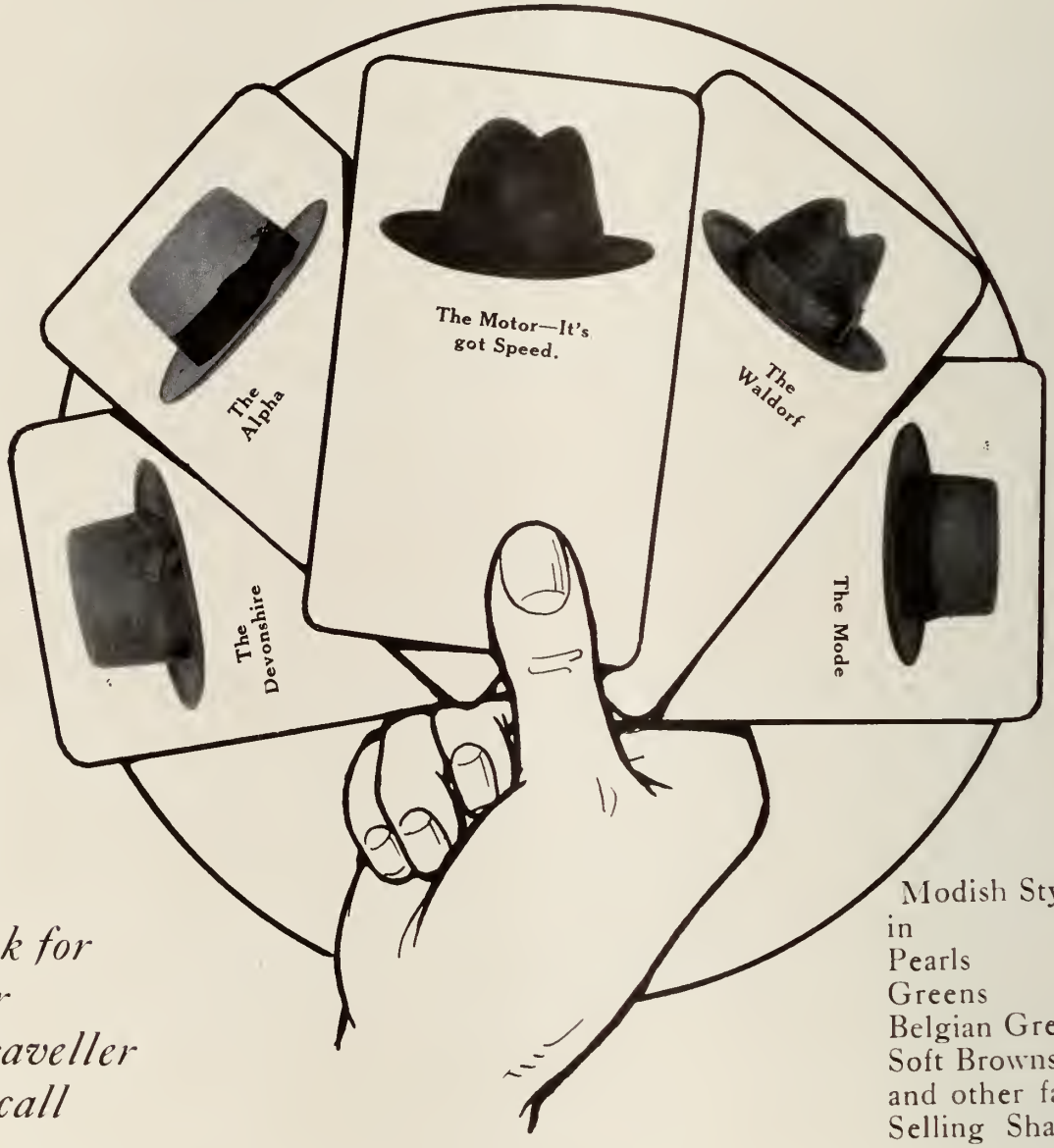
Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

A Winning Hand—

These New Wolthausen Styles Put a Royal Flush into the hands of Progressive Merchants that will secure them the Trade of the Goodfellows in their Communities.



Ask for our Traveller to call

Modish Styles in
Pearls
Greens
Belgian Greys
Soft Browns
and other fast Selling Shades.

The Wolthausen Hat Corporation, Ltd.

BROCKVILLE, ONTARIO

MONTREAL OFFICE:
Mappin and Webb Building

TORONTO OFFICE:
28 Wellington Street West

If any advertisement interests you, tear it out now and place with letters to be answered.

Our Overcoat Styles and Values are going to be the pace-setters next season.

This is just one of the many big hits in our new season's showing. There is nothing doubtful about these coats; tasteful designing—skilful tailoring—honest fabrics, are all here—every component necessary to make up a smashing selling combination.

Every one is a winner. Ulsters, Ulsterettes, Trench Coats, Slip-ons—smart, stylish, serviceable. Make certain of seeing these before you plan next season's buying.

Our values in suits are equally good. Splendid conservative models that will grace your displays and attract more trade your way.

Our Travellers are now on the road. See them, or write us for Samples.

IMPERIAL CLOTHING MFG. CO.

217 Richmond Street West, Toronto

Sell More Shirts

The Dale Half-Bust Form Shirt Displayer will help you. It takes up little space—just the thing to make that bare corner attractive.

Dale's Half Bust Form Shirt Displayer for Plaited, Stiff Bosom and Ratine Shirts.

The model here illustrated is mounted on a handsome square base with adjustable tube standard allowing many different heights and angles.

The name DALE is a guarantee of superiority in display fixtures. Let us give you full particulars of these money-makers.

Dale Wax Figure Co., Limited

106 Front St. East, Toronto, Ontario

Taylor-Made

"STOP"

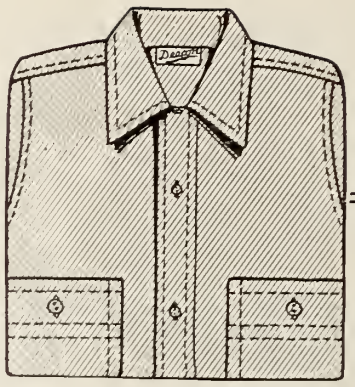
being peeved with cap customers

Here is a new cap case and a handsome piece of store furniture. Displays and keeps in order fifteen dozen caps and will only occupy three square feet of floor space.

It is a pleasure to sell caps from this case, as every cap in stock can be shown and replaced in stock with very little effort. You have no broken boxes, no trouble to find any size or price.

Order one to-day by mail, on thirty days trial. If not satisfactory in every way it can be returned at our expense. Price $12.50

The Taylor Mfg. Co.
Hamilton Ontario



Ample Sizes

You want those big, roomy shirts which will not bind the wearer as he stoops and twists at his work.

We make a specialty of turning out just such shirts—have a good stock now for immediate shipment. Just the thing for your trade with the munition worker and others engaged in rougher activities.

These shirts have the Deacon quality of workmanship and material. See our complete range.

The

Deacon Shirt Co.

Belleville, Canada

Build a bigger business in Boys' Suits

See that every suit you order is equipped with

"Governor" Fasteners

The common-sense idea embodied in this up-to-date knicker fastener wins the approval of the Youngsters and their Parents.

Specify "Governor" Fasteners when ordering your stock.

The Governor Fastener Co.
of Canada, Limited
46 ST. ALEXANDER STREET, MONTREAL

Write for Samples of

LONCO CAPS

Clever production, elegant styles, smart in every detail, and real value—those are the terms that best describe the "Lonco" range of caps.

Our caps are making friends wherever shown. They are holding old customers and making new ones.

WRITE FOR SAMPLE DOZENS.

London Hat & Cap Mfg. Co.
324 Notre Dame Street West, Glenora Bldg.
MONTREAL

New Forms to Stimulate Your Clothing Business

Men's Coat Form at Left.
Sateen Covered, as cut.....$8.00
Black Jersey 6.00
Add for Arms 1.50
9 in. Base, Mahogany Finish.

Vest Form at Right.
Sateen Covered, as cut $5.50
Black Jersey Covering 4.00
7 in. Base, Iron

Herewith we show two recent additions to our stock. The shaping is such as gives the right hang to the New Clothing Models. These forms, and our others, will enable you getting the effects you want.

Quick action will get individuality and quality into your display

A. S. Richardson & Co.
99 ONTARIO STREET - TORONTO

A new and better way to press Garments used by Gents' Furnishers, Men's Clothing Mfgs., Underwear Mfgs., Cleaners and Dyers, Skirt and Cloth Mfgs.

The Hoffman Garment Press

Add a Pressing and Cleaning Dept. to your Gents' Furnishing business and see your business grow. It keeps the young men calling at your store. Pays big profits on small investments. The Hoffman Sanitary Press enables you to turn out a high-class job in quick time, at low cost. This Dept. will pay its own way and help swell your profits.

WRITE TO

Palmer & Co., 12 CLINTON PLACE TORONTO, ONT.

There are big profits in the selling of

Lion Brand Bloomers

You can't beat Lion Brand for quality, fit and durability.

Don't place your order until you've seen the values we are showing in this line. A postcard will connect you.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Goderich Exeter Seaforth

Just what you need to sell more caps

The handsome cap stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all the patterns carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5′ 8″ high, 27″ wide, and contains 18 spaces to display 15 to 18 dozen caps. Sells at $25.00.

The cost of installing will be more than covered in a short time by increased cap sales, and more satisfied customers.

Send a card to-day for full particulars.

Patented Nov. 20, 1916

Miller and Company

Sault Ste. Marie, Ont.

Has Your Own Name on Each

Mr. Merchant: You can bring that customer back again; give him a Hat Cleaner with his new hat. This will be a constant reminder to him of your store. The Hat Cleaner will have your own name and address on it. Customers appreciate this extra consideration.

These Hat Cleaners are made in a variety of felt shapes. Order a quantity with your own name printed on—and bring that customer back again.

Samples on Request

Complimentary Advertising Articles Co.

P.O. Box 456 - Montreal, P.Q.

THE WINNERS

CASH'S POPLIN

POPULAR

NECKWEAR

(TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED

301 ST. JAMES STREET, MONTREAL

THE wear best BRAND

Fall Line Now Ready

Our Salesmen will shortly wait on you with a *complete Range for Fall,* 1917, including many new and attractive models in

Suits, Fall Overcoats, etc.

A comparison of our values will show you where *WEARBEST leads the field.*

ATTRACTIVE STYLES
NEW MATERIALS
MODERATE PROFITS

Are the sales creating features of our line. See it and be convinced.

In spite of strike conditions, we are in a position *to supply all orders for immediate delivery* with up-to-date goods for Spring. Let us know your requirements.

THE WEARBEST CLOTHING MFG. CO.

Manufacturers of Stylish Clothes for Men and Boys

149 NOTRE DAME ST. W. - - MONTREAL

DENT'S D GLOVES

Registered

"The Best Known and the Known Best"

THAT'S THE STORY which thousands of merchants have proved by results during the past *200 years,* and after all it is only results that convince.

ARE YOU getting your share of the patronage of that great public who for their own satisfaction

INSIST ON DENT'S

OUR Travellers are on the road with our full line of gloves for immediate and Fall Delivery.

PROMPT ATTENTION TO MAIL ORDERS.

NOTE NEW ADDRESS

DENT, ALLCROFT & CO.

128 Bleury St., Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

"Where to Buy" Directory

This is a classified directory of lines handled by the advertisers in this issue. We cannot accept responsibility for correct listing where information was not supplied by the advertiser. Put this number aside for further reference. It will be found useful indeed to the buyers and department heads of the store. For further information look up advertisements in this issue.

ARM BANDS
The Arrow Garter Company, Montreal.
The Hessco Mfg. Co., Wellington St., W., Toronto.
The Monarch Suspender Co., Spadina Ave., Toronto.

AUTOMOBILE GAUNTLETS
Dent, Allcroft & Co., Montreal.
Hamilton Carhartt Cotton Mills, Toronto.
R. G. Long & Co., Toronto.

BATHING SUITS, Men's and Women's
The Monarch Knitting Co., Dunnville.

BATH ROBES
Dufferin Shirt Co., Toronto.
Alphonse Racine, Montreal.

BOYS' BLOUSES
The Jackson Mfg. Co., Clinton, Ont.
The Williams, Greene & Rome Co., Kitchener, Canada.

BOYS' BLOOMERS
Walter Blue & Co., Sherbrooke, P.Q.
Coppley, Noyes & Randall, Hamilton.
Davis Bros., Hamilton.
J. Elkin & Co., Montreal.
B. Gardner & Co., Montreal.
C. M. Gilchrist & Co., Toronto.
J. A. Haugh, Toronto.
Helleur, Gariepy & Broderick, Montreal.
Imperial Clothing Co., Toronto.
The Jackson Manufacturing Co., Limited, Clinton, Ont.
John W. Peck & Co., Montreal.
Alphonse Racine, Limited, Montreal.

BUTTONS
The Dominion Button Co., Kitchener, Ont.

CANES
R. J. Inglis & Co., Montreal and Winnipeg.

CAPS, Men's, Boys' and Children's
Anderson-MacBeth, Toronto.
The Boston Cap Co., Montreal.
The Cooper Cap Co., Toronto.
The London Hat & Cap Co., Montreal.
J. W. Peck & Co., Montreal.

COLLARS AND CUFFS, Linen
Alphonse Racine, Montreal.
Cluett, Peabody & Co., Inc., Troy, N.Y.
Tooke Bros., Montreal.
The Williams, Greene & Rome Co., Kitchener, Ont.

COMPOSITION COLLARS
Arlington Co., Toronto.
The Canadian Parsons & Parsons Co., Hamilton.

CLOTHING, Boys,
Walter Blue & Co., Sherbrooke, P.Q.
Coppley, Noyes & Randall, Hamilton.
J. Elkin & Co., Montreal.
B. Gardner & Co., Montreal.
C. M. Gilchrist & Co., Toronto.
Helleur, Gariepy & Broderick, Montreal.
Imperial Clothing Co., Toronto.
The Jackson Manufacturing Co., Ltd., Clinton, Ont.
John W. Peck & Co., Montreal.
Wearbest Clothing Mfg. Co., Montreal.

CLOTHING, Men's
The Bachelor Clothing Co., Sherbrooke, P.Q.
Walter Blue & Co., Sherbrooke, P.Q.
Coppley, Noyes & Randall, Hamilton.
The Crown Tailoring Co., Toronto.
J. Elkin & Co., Montreal.
Fashion Craft, Ltd., Montreal.
B. Gardner & Co., Montreal.
C. M. Gilchrist & Co., Toronto.
E. G. Hachborn & Co., Toronto.
Helleur, Gariepy & Broderick, Montreal.
Imperial Clothing Co., Toronto.
R. J. Inglis & Co., Montreal.
Wm. H. Leishman & Co., Ltd., Toronto.
Miller Mfg. Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
E. A. Small, Fit Reform Co., Montreal.
Randall & Johnston, Toronto.
Wearbest Clothing Mfg. Co., Montreal.

CLOTHING, Special Measure
Walter Blue & Co., Sherbrooke, P.Q.
Coppley, Noyes & Randall, Hamilton.
Crown Tailoring Co., Toronto.
J. Elkins & Co., Montreal.
Fashion Craft, Ltd., Montreal.
R. Gardner & Co., Montreal.
E. G. Hachborn, Toronto.
R. J. Inglis, Montreal.
Wm. H. Leishman & Co., Ltd., Toronto.
John W. Peck, Montreal.
Randall & Johnston, Toronto.
E. A. Small, Fit Reform, Montreal.
Wearbest Clothing Mfg. Co., Montreal.

CLOTHING, Summer and Specialty
J. A. Haugh, Toronto.
Helleur, Gariepy & Broderick, Montreal.
The Miller Mfg. Co., Ltd., Toronto.
Wreyford & Co., Toronto.

FABRICS for Overalls and Jumpers
J. L. Stifel & Sons., Wheeling, W. Va.

FABRICS for Uniforms and Workshirts
Franklin Mfg. Co., Baltimore, Md.

FABRICS for Summer Clothing
The Palm Beach Mills, New York.

FASTENERS for Boys' Knickers
The Governor Fastener Company.

GARTERS
Arrow Garter Co.
The Hessco Mfg. Co.
The Monarch Suspender Co., Toronto.

GLOVES AND MITTS, Fine Leather
Dent, Allcroft & Co., Montreal.
R. G. Long & Co., Toronto.

GLOVES AND MITTS, Heavy, Workingmen's
Hamilton, Carhartt Cotton Mills, Toronto.
R. G. Long & Co., Toronto.

GLOVES, Kid
Dent, Allcroft & Co.

GLOVES AND MITTS, Woollen
Avon Knitting Co., Stratford.
Dent, Allcroft & Co., Montreal.
R. G. Long & Co., Toronto.
Monarch Knitting Co., Ltd., Dunnville.
Alphonse Racine, Limited, Montreal.
Wreyford & Co., Toronto.

HANDKERCHIEFS
Cluett, Peabody & Co., Inc., Troy, N.Y.
Tooke Bros., Montreal.
Alphonse Racine, Montreal.
Williams, Greene & Rome Co., Kitchener.

HATS, Felt
Anderson, MacBeth, Toronto.
Wolthausen Hat Corpn., Brockville.

HOSIERY, Men's.
Avon Hosiery Co., Stratford.
Craftana, London, Eng.
Monarch Knitting Co., Ltd., Dunnville.
Kingston Hosiery Co., Ltd., Kingston.
Alphonse Racine, Limited
Wreyford & Co., Toronto.

HOUSE COATS
Dufferin Shirt Co., Toronto.

MACKINAW OR SPORT COATS
Coppley, Noyes & Randall, Hamilton.
R. G. Long & Co., Toronto.

MILITARY TAILORS
E. G. Hachborn & Co., Toronto.
R. J. Inglis & Co., Montreal and Winnipeg.
Miller Mfg. Co., Ltd., Toronto.

MUNITION, or Shop Workers' Coats
Fast Mail Overall Co., Windsor.
Hamilton, Carhartt Cotton Mills, Ltd., Toronto.
J. A. Haugh & Co., Toronto.
Kitchen Overall & Shirt Co., Ltd., Toronto.
Larned, Carter & Co., Sarnia.
R. G. Long & Co., Toronto.
H. S. Peters & Co., Welland.

MEN'S TROUSERS
Walter Blue & Co., Sherbrooke, P.Q.
Coppley, Noyes & Randall, Hamilton.
J. Elkin & Co., Montreal.
B. Gardner & Co., Montreal.
C. M. Gilchrist & Co., Toronto.
Hamilton Carhartt Cotton Mills, Ltd., Toronto.
E. G. Hachborn & Co., Toronto.
Helleur, Gariepy & Broderick, Montreal.
J. A. Haugh & Co., Toronto.
Imperial Clothing Co., Toronto.
Larned, Carter, Sarnia.
R. G. Long & Co., Toronto.
Miller Mfg. Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
H. S. Peters & Co., Welland.
Alphonse Racine, Ltd., Montreal.
Randall & Johnston, Toronto.
Wearbest Clothing Mfg. Co., Montreal.

MOCCASINS
R. G. Long & Co., Toronto.

MOCCASIN SLIPPERS
R. G. Long & Co., Toronto.

MILITARY SUPPLIES
J. R. Gaunt & Co., Montreal.
R. J. Inglis & Co., Montreal and Winnipeg.
Miller Mfg. Co., Ltd., Toronto.
J. W. Tiptaft & Sons, London, Eng.
Wreyford & Co., Toronto.

MONOGRAMS
J. & J. Cash Co., South Norwalk, Conn., U.S.A.

MUFFLERS
Avon Hosiery Co., Stratford.
Wm. Milne, Toronto.
Monarch Knitting Co., Dunnville.
Alphonse Racine, Ltd., Montreal.
Sterling Neckwear, Toronto.
Wreyford & Co., Toronto.

NECKWEAR
J. & J. Cash Co., South Norwalk, Conn.,
John Forsyth & Co., Kitchener.
Wm. Milne, Toronto.
Alphonse Racine, Ltd., Montreal.
The Sterling Neckwear Co., Toronto.
Tooke Bros., Montreal.
Wreyford & Co., Toronto.

A BIG WEDGE to help you "drive home" the Young Men's Fall Business

Attractive patterns, high-grade material and a tailoring representing the highest pinnacle of correct clothes-making combine to make the Fall showing of

Gardner's "Good Clothes"

the most attractive selling proposition within your reach. Style is the predominating feature of every model sufficiently graded to satisfy the requirements of the extreme, as well as the most conservative dresser. We are particularly fortunate in having a **large stock of raw materials** on hand and we are fully equipped to meet your needs in suits and overcoats.

Our salesmen will be on their respective territories about March 15th, with a complete range of samples. You will be well advised to arrange an early call.

Write us now while you think of it.

In Larger Premises

Owing to the steady growth of our business, it has been necessary to extend our plant, and we have taken possession of new and larger premises on St. Catherine Street West, just around the corner from our old address.

B. Gardner & Co.

Makers of "Good Clothes"

85 St. Catherine Street West

Montreal

NIGHT ROBES
Cluett, Peabody & Co., Inc., Troy, N.Y.
Deacon Shirt Co., Belleville.
Dufferin Shirt Co., Toronto.
John Forsyth & Co., Kitchener, Ont.
Tooke Bros., Montreal.
The Williams, Greene & Rome Co., Ltd., Kitchener.

OVERALLS AND SMOCKS
East Mail Overall Co., Walkerville.
Hamilton, Carhartt Cotton Mills, Toronto
J. A. Haugh & Co., Toronto.
Larned, Carter, Sarnia.
R. G. Long & Co., Toronto.
H. S. Peters & Co., Welland.
Alphonse Racine, Ltd., Montreal.
The Kitchen Overall & Shirt Co., Ltd., Brantford.

OVERALLS AND ROMPER SUITS
Boys'
The Jackson Manufacturing Co., Clinton.

PANAMA HATS
The Canadian Panama Hat Co., Toronto.

POLICE EQUIPMENT
R. J. Inglis & Co., Montreal and Winnipeg.

PYJAMAS.
Cluett Peabody & Co., Inc., Troy, N.Y.
Deacon Shirt Co., Belleville.
Dufferin Shirt Co., Toronto.
John Forsyth Co., Kitchener.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.

PRESSING MACHINERY
Palmer & Co., 2 Clinton Pl., Toronto.

PULLOVERS, Men's and Boys'
Monarch Knitting Co., Dunnville.

RAZORS
Gillette Safety Razor Co. of Canada, Montreal.

SILK KNITTED COATS
Monarch Knitting Co., Ltd., Dunnville.

SHIRTS, Fine
Deacon Shirt Co., Toronto.
Dufferin Shirt Co., Toronto.
John Forsyth & Co., Kitchener.
Lang Shirt Co., Kitchener.
J. W. Peck & Co., Montreal.
Alphonse Racine, Ltd., Montreal.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.
Wreyford & Co., Toronto.

SHIRTS (Made to Measure)
Cluett, Peabody & Co., Inc., Troy, N.Y.
Dufferin Shirt Co., Toronto.
John Forsythe & Co., Kitchener.
R. J. Inglis, Winnipeg.
Lang Shirt Co., Toronto.
Tooke Bros., Montreal.
Williams, Greene & Rome, Kitchener.

SHIRTS, Working
Deacon Shirt Co., Belleville.
Dufferin Shirt Co., Toronto.
East Mail Overall Co., Walkerville.
J. A. Haugh & Co., Toronto.
Kitchen Overall & Shirt Co., Ltd., Brantford.
Lang Shirt Co., Kitchener.
Larned, Carter, Sarnia.
R. G. Long & Co., Toronto.
Miller Mfg. Co., Ltd., Toronto.
H. S. Peters, Ltd., Welland.
J. W. Peck & Co., Montreal.
Alphonse Racine, Ltd., Montreal.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.
Wreyford & Co., Toronto.

SHOE POLISH
Nugget Polish Co., Ltd., Toronto.

SOFT COLLARS
Cluett, Peabody, Troy, N.Y.
John Forsyth & Co., Kitchener.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.

SWEATERS AND SWEATER COATS
Men's and Boys'
Avon Hosiery Co., Ltd., Stratford.
Monarch Knitting Co., Dunnville.
R. G. Long & Co., Toronto.
Alphonse Racine, Montreal.
Wreyford & Co., Toronto.

SUSPENDERS AND BELTS
Arrow Garter Co., Montreal.
Nessco Mfg. Co., Ltd., Toronto.
Monarch Suspender Co., Toronto.
Alphonse Racine, Ltd., Montreal.

SUMMER UNDERWEAR
Cluett, Peabody & Co., Inc., Troy, N.Y.
John Forsyth Co., Kitchener.
Kingston Hosiery Co., Ltd., Kingston.
Alphonse Racine, Ltd., Montreal.
Tooke Bros., Montreal.
Thomas Waterhouse & Co., Ingersoll.
Williams, Greene & Rome Co., Kitchener.
Wreyford & Co., Toronto.

TOQUES
Avon Hosiery Co., Ltd., Stratford.
Monarch Knitting Co., Dunnville.

UNDERWEAR, Winter
Atlantic Underwear Co., Moncton, N.B.
Kingston Hosiery Co., Ltd., Kingston.
Alphonse Racine, Ltd., Montreal.
Thomas Waterhouse & Co., Ingersoll.
Wreyford & Co., Toronto.

WATERPROOFS
Canadian Consolidated Rubber.
Alphonse Racine, Ltd., Montreal.

WATERPROOFING OF TEXTILES
Tate Electrolytic Processes, Ltd.

EQUIPMENT

CASH REGISTERS
National Cash Register Co., Toronto.

CREDIT FILES
National Cash Register Co., Toronto.

DISPLAY FIXTURES
Dale Wax Figure Co., Toronto.
Jones Bros., Toronto.
Miller & Co., Sault Ste. Marie.
Onli-Wa-Tie Holder Co., Dayton, Ohio.
A. & S. Richardson, Toronto.
Taylor Mfg. Co., Hamilton.

HAT BRUSHES
Complimentary Advertising Co., Montreal

RACKS AND HANGERS
Taylor Mfg. Co., Hamilton.
Dale Wax Figure Co., Toronto.
A. & S. Richardson, Toronto.

REVERSIBLE WARDROBES
Jones Bros., Toronto.

SHOW CASES
Jones Bros., Toronto.

STORE FRONTS
Taylor Mfg. Co., Hamilton.

WAX FIGURES
Dale Wax Figure Co., Toronto.
A. & S. Richardson, Toronto.

WASTE PAPER BUYERS
E. Pullan & Co., Toronto.

WASTE PAPER BALERS
The General Sales Co., Toronto.

PUT THIS SIGN IN YOUR WINDOW

SHIRTS MADE TO ORDER

ESTABLISHED 1875

RECTE FACIENDO SECURUS

Send us the order, and within three days of receipt, the goods will be shipped from our WINNIPEG factory.

Ask for samples and measurement forms, so that when this business offers, you won't have to turn it down.

We use exclusive English and Scotch cotton fabrics, and English and Japanese silks.

Write before SPRING opens up

R. J. INGLIS, LIMITED

Shirtmakers, Civil and Military Tailors

291 GARRY STREET : WINNIPEG, MAN.

MILLER 1917 VALUES

AHEAD OF ALL
MCo
Miller
TORONTO

are the one outstanding exception to the present prohibitive prices of cotton and wollen merchandise.

While we have of course had to make some advances over our former prices to cover the increased cost of doing business, our prices to-day are from 15 to 35 per cent. under present market values.

Our foresight in heavily buying our supplies before the sharp advances in the textile markets enables us to offer our customers surprising values in—

Duck Coats and Aprons
Khaki and White Duck Pants
Luster Coats
Munition Coats
Official Boy Scout Uniforms and Supplies

and last but not least the newest member of the Miller family:

PALM BEACH AND SUMMERWEIGHT CLOTHING

Canadian custom made by men tailors especially for Canadian trade.

The merchant who anticipates his requirements is the man making money to-day. Cover all your season requirements in the above and any other SPECIALTY, as present prices are too low to allow our stocks to last much longer.

The Miller label shown here protects both merchant and customer. See that it is on your SPECIALTY CLOTHING.

MILLER MANUFACTURING COMPANY, Limited
Makers of the Famous Miller Breeches
44 York Street, Toronto

The sales clinchers of the trousers' world

The surest way to convince yourself of the sterling values in the

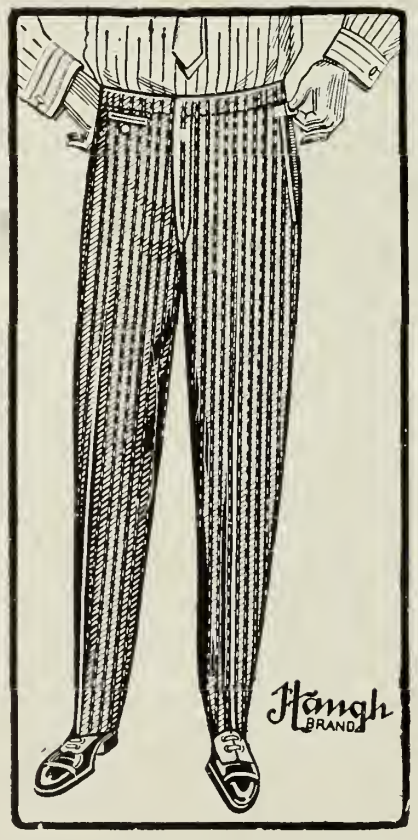
HAUGH TROUSERS Line

is to compare them with competing lines. We have no doubt whatever, that such a comparison will result favorably for us, hence we cordially invite you to have our traveller call with samples of our new values, the completest lines we have yet turned out

Here are a few of our customer satisfying features—

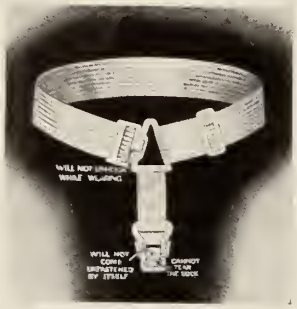
Ample size, full seat allowing for stooping, double seaming, well cut belt straps, five pockets, hip adjuster strap, plain or unfinished bottom, etc.

Haugh trousers retail at prices ranging from $1.50 to $4.50. Order now for quick delivery.



The J. A. Haugh Manufacturing Co.
Limited
Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.



No pad to absorb perspirat on

Trimmings of Ivory give **lightness**, and real **comfort**. Absolutely **sanitary**. Will not tear the sock. Garters made in best quality elastic-lisle to retail at 25c., silk, 50c.

There is a reason why the sales are increasing!

"HESSCO"
Registered

IVORY TRIMMED

GARTERS and ARMBANDS

RUSTLESS NO BINDING GUARANTEED

Also Manufacturers and Importers of full line Men's Jewelry and Leather Belts

THE HESSCO MFG. COMPANY

145 Wellington Street West :-: TORONTO

Sole Manufacturers and Patent Holders

Won't mark finest fabrics

Armbands to retail, lisle 15c., silk 25c.

If your jobber can't supply, write direct for samples.

LARGEST CANADIAN DEALER

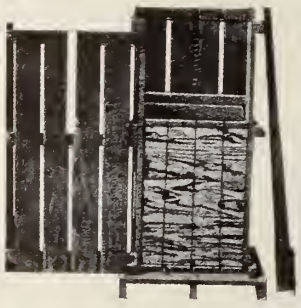
ADEL. 760 WASTE PAPER

E. PULLAN TORONTO

CONDENSED ADVERTISEMENTS

FOR SALE—IN PROSPEROUS WESTERN ONTARIO CITY OF 16,000, men's furnishing goods, special order clothing and hat business; small desirable stock; modern fittings; turnover $15,000. Apply Box 200, Men's Wear Review.

Your Waste Paper Is Worth Dollars to You



Save these dollars, time and inconvenience by installing the

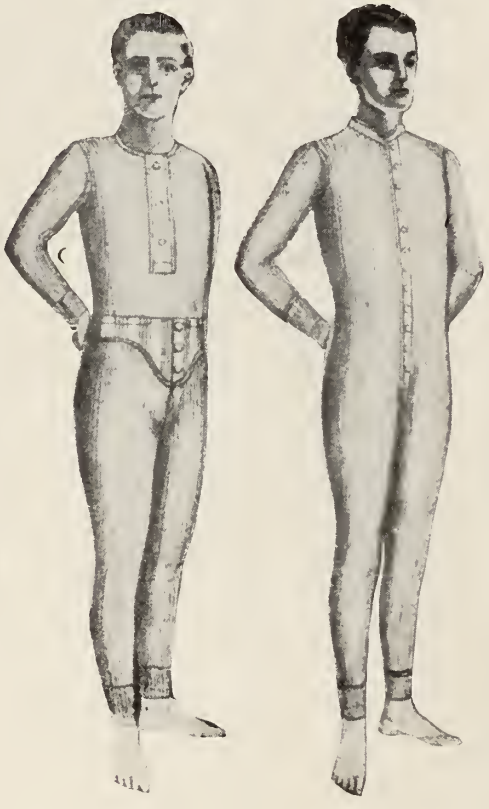
JEWEL PAPER BALER

The first cost is the last cost, your waste becomes a continuous source of revenue and the baler a permanent convenience.

A card will bring all particulars re baler and your best market.

General Sales Co.

Stair Building, Toronto



"MAPLE LEAF"
UNDERWEAR

A Splendid Live Seller

"Maple Leaf" High Grade Men's Underwear has the qualities that make a splendid selling line. Dealers looking for a brand that will bring them steady underwear sales and permanent customers will find this Brand a good one to specialize on.

GIVE IT A TRIAL.

Order Maple Leaf Brand through Messrs. Woods & Howard, Coristine Bldg., Montreal or R. W. Waterhouse, Ingersoll.

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

Thos. Waterhouse & Co., Limited, - Ingersoll, Ont.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

BUY only those raincoats that carry the name or label of a reliable manufacturer.

The largest rubber manufacturing company in Canada stands behind "Dominion" Raincoats.

These garments are guaranteed against defects in quality and workmanship.

"DOMINION" RAINCOATS

"Made in Canada"

Write our nearest branch for price lists and further information.

Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE - MONTREAL

Branches at Halifax, St. John, Moncton, Quebec, Ottawa, Toronto, Hamilton, Brantford, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Vancouver, Victoria.

"Hankraft"

A slightly lower height in our successful model Roykraft. Ready Now.

TOOKE BROS., LIMITED

MONTREAL TORONTO WINNIPEG

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

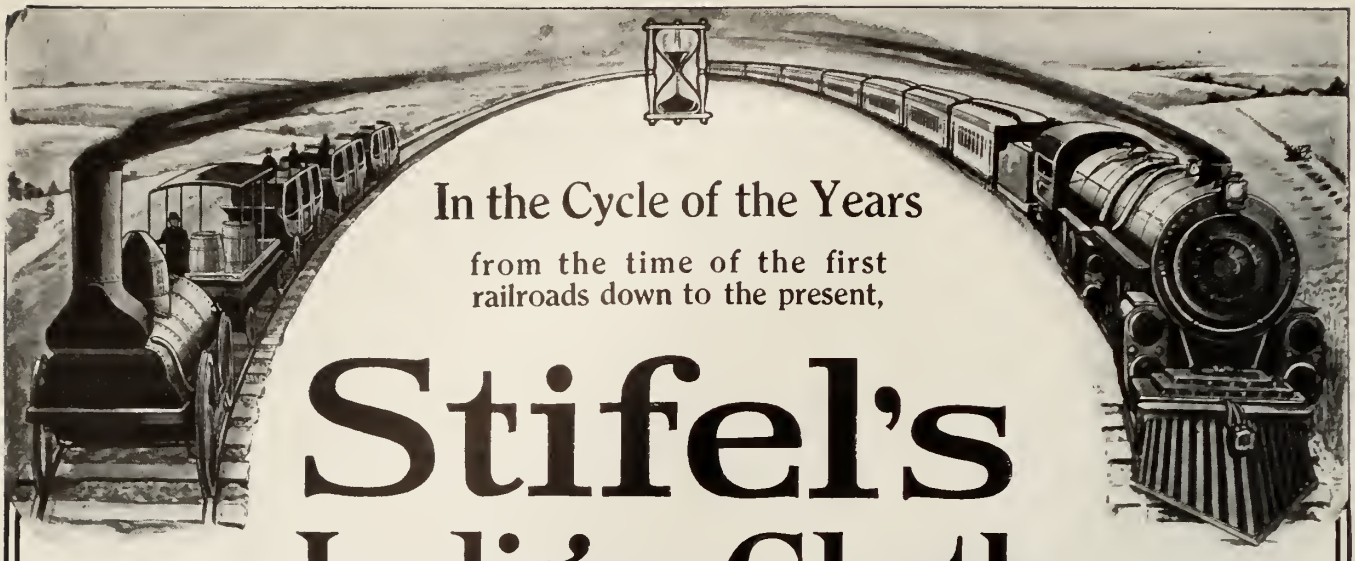
Vol. VII. PUBLICATION OFFICE: TORONTO, APRIL, 1917 No. 4

FOR ALL who need the strongest and best, Carhartt Overalls and Gloves have for years stood the severe test put upon them by railroad men, and completely satisfy the needs of every class of workmen.

You insure satisfaction to your customers by handling the Carhartt Line.

HAMILTON CARHARTT COTTON MILLS, LIMITED

TORONTO VANCOUVER LIVERPOOL MONTREAL WINNIPEG



In the Cycle of the Years

from the time of the first railroads down to the present,

Stifel's Indigo Cloth

Standard for over 75 years

Overalls, Jumpers, Uniforms, Etc.

IF time is the test of excellence, Stifel's Indigo Cloth carries off the fabric honors.

When a product gets closer to its patrons by increasingly better service through the long march of years, you can mark it a winner.

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

is the typical American industrial cloth. It stands, without phasing, the knocks and grime of labor and the rigors of the tub.

It's the CLOTH in the garment that gives the wear. To be certain you are giving your customers the maximum wear garment cloth in their overalls, shirts, jumpers and uniforms, look for this trade mark STIFEL REGISTERED on the inside of the garment on the back of the cloth.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers — *WHEELING, W. VA.*

NEW YORK	260-262 Church Street	BALTIMORE	Coca Cola Building
PHILADELPHIA	324 Market Street	ST. LOUIS	928 Victoria Building
BOSTON	31 Bedford Street	ST. PAUL	238 Endicott Building
CHICAGO	223 W. Jackson Boulevard	TORONTO	14 Manchester Building
SAN FRANCISCO	Postal Telegraph Building	WINNIPEG	400 Hammond Building
ST. JOSEPH, MO	Saxton Bank Building	MONTREAL	Room 500, 489 St. Paul Street

Crown Tailoring for those who want clothes of real value

Designed, cut, tailored and finished with scrupulous attention to every style detail Crown Tailoring Suits and Overcoats are an ideal line to feature.

Our Suits and Overcoats will meet the requirements of your most critical trade. *Style, Quality, Construction, Value and Service*—that's the secret of our leadership.

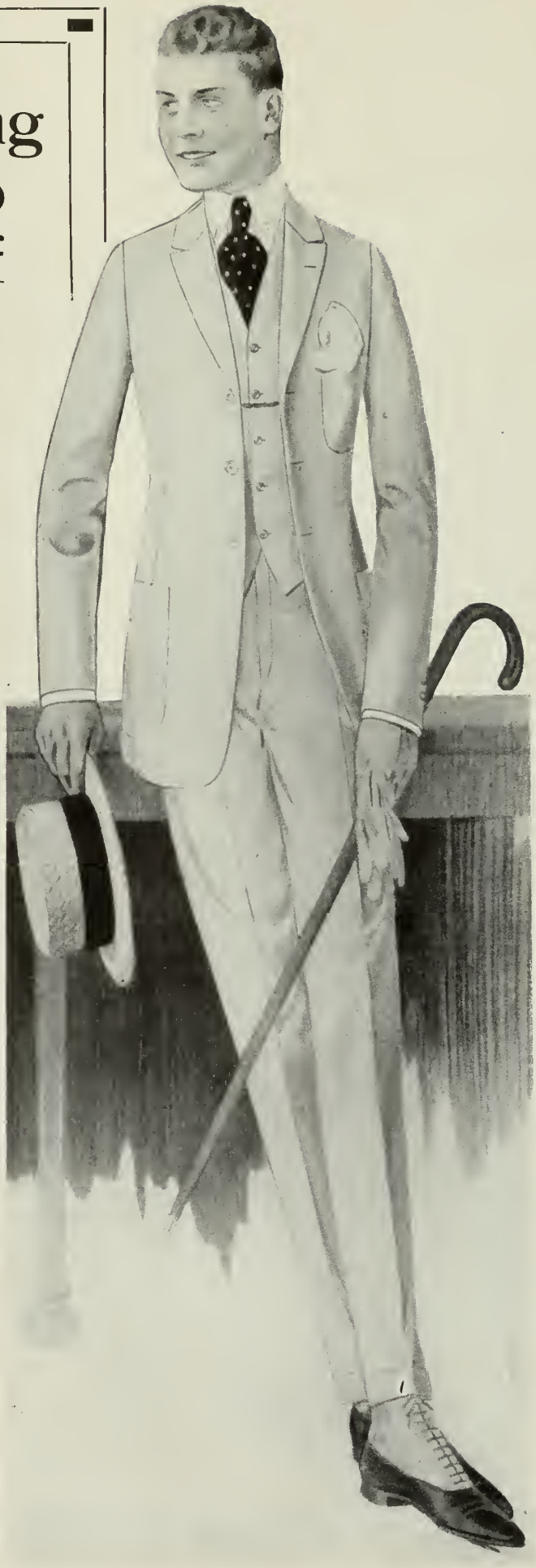
We can supply outfits to a few more live representatives and would suggest your sending for full particulars of the

Crown Tailoring Agency

right now. There's money in it. We furnish you complete—samples, measuring equipment, style charts and detailed instructions. Are you interested?

The Crown Tailoring Company

533 College Street Toronto



TRADE MARK REG. U.S. PAT. OFFICE

IRONCLAD KHAKI

GUARANTEED FAST SULPHUR DYED
WEARS LIKE LEATHER
COVERED BY THREE GUARANTEES

GUARANTEE

This garment is made of the
CELEBRATED
TRADE MARK REGISTERED U. S. PATENT OFFICE
IRONCLAD KHAKI CLOTH

and the manufacturers hereby guarantee that the Cloth is dyed with Pure Sulphur Fast Colors, and will not fade during any correct laundry process, and will wear longer under hard usage than any ordinary Khaki. This Garment is, therefore, guaranteed accordingly.

FRANKLIN MFG. COMPANY

Covered by Three Guarantees!

THAT'S how much we, the manufacturers, think of IRONCLAD KHAKI.

To guarantee to you, the garment manufacturer, that you are getting the genuine IRONCLAD KHAKI---Fast Sulphur Dyed---we put one guarantee on every piece of goods.

To guarantee to you, the dealer---and your customers---that the garments you and they buy are genuine IRONCLAD KHAKI---Fast Sulphur Dyed---we supply the garment manufacturer with *two guarantees*---the one (reproduced above) to put in the pockets of the garments; the other (reproduced below) to sew into the garments.

Remember---it's the CLOTH in the garments that gives the wear.

Look for these guarantees---they are our "word of honor" to you and your trade that IRONCLAD KHAKI is the national-defense-against-wear cloth---a business getter and a business holder.

THE BEST IS ALWAYS THE CHEAPEST

Follow Uncle Sam's example---Fast Color Sulphur Dyed Khaki is the only kind Uncle Sam will buy.

This label, sewed on garment, guarantees the cloth to be genuine IRONCLAD KHAKI, Fast Sulphur Dyed

Franklin Manufacturing Co.

260 Church Street
NEW YORK CITY

123 Market Place
BALTIMORE, MD.

If It's a Question of Value!

EIGHTEEN months ago an urgent call was sent out by the Government for uniforms. Recruiting was suffering for want of outfits. We were patriotic. We turned over nearly our entire capacity to the Government and took only such regular business as could be handled in addition to the necessary military work.

> While our plant was turning out uniforms for our overseas forces, materials ordered for regular trade continued to come to hand. Large stocks of these accumulated. It worried us at the time but now it makes it possible to give Style Craft customers wonderful values for Fall and Winter, 1917.

We have the goods—a marvellous range and at practically the old prices. Most of these materials have advanced 100% since they were bought. Think of it—Take advantage of it by seeing the Style Craft representative at your earliest opportunity.

Salesmen out March 15th.

E. G. Hachborn & Company

50-54 York Street, Toronto

Get the boys' business coming to your store

IT'S a worth-while business, a business that no wide-awake dealer can afford to pass up. Present day conditions have but served to emphasize the importance of the boys' patronage—bigger wages are coming his way and that means he's going to spend more in the matter of clothes.

How much of this profitable business are you prepared to corral?

Wearbetter
SUITS FOR BOYS

displayed in your store will do much to secure a proper share of this trade for you. Every suit is tailored with a style and a finish that will satisfy the most particular boy or the most hard-to-please parent.

Let's send you all particulars about this splendid money-making boys' suit line. Our samples will convince you where the best values are to be had.

Write to-day.

Walter Blue & Co., Ltd.

Makers of Wearbetter Clothes

SHERBROOKE, QUE.

"The Suit with the Guarantee"

A Worth while Proposition

Our Trade Mark

JUST because we know that our guaranteed line of men's suits is the very best proposition on the clothing market to-day—the line you are looking for—we want to get you acquainted with it. We want to show you how your suit sales can be gingered up and how your profits can be multiplied if you stock and display the

Bachelor Suit

FABRICS unusually attractive, WEARING QUALITIES absolutely guaranteed, STYLE AND FINISH to meet the most exacting requirements of most fastidious dresser—what more likely selling proposition could be conceived?

AND our prices—cut to the very limit that quality permits, made possible only by our long connection with the mills and the large stock on hand before the more recent advance in the textile market.

CAN you afford to ignore this pace-setting proposition? Just drop us a card—to-day—and we'll send you full particulars.

Your Customers Guarantee

THE BACHELOR SUIT
$17.50
SPECIAL

The Superior Value in this Bachelor $17.50 Special is the result of a half-century of experience. The fabric is cold-water shrunk and hand tailored, assuring permanent shape, fit and style.

BACHELOR GUARANTEE

Should this garment fail to give satisfactory wear, it may be returned to the retailer, who will make full and fair adjustment.

(Signed)
The Bachelor Clothing Co. Limited.

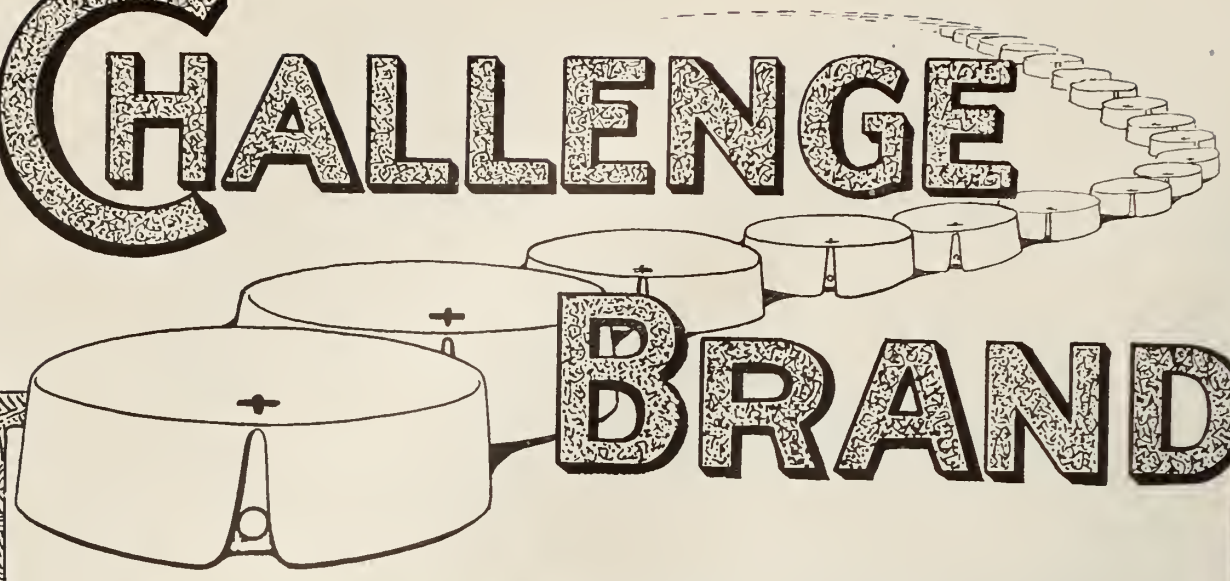
LOOK FOR BACHELOR'S FRIEND IN COAT-POCKET

The
Bachelor Clothing Co., Ltd.
SHERBROOKE, QUEBEC

"The Suit with the Guarantee"

If any advertisement interests you, tear it out now and place with letters to be answered.

CHALLENGE BRAND



—the commonsense collar for the munition worker.

The daily grind of the munition shop spells disaster to clean linen, particularly clean linen collars. No one knows this better than the munition maker, but — does he know that an **Arlington** Waterproof Collar will enable him to enjoy a spotlessly clean collar every day without any laundry expenses whatever?

And not only munition makers but all factory workers, without exception, will find the **Arlington** just ideal—spot-proof and dirt-proof, clean and neat in an instant with just a rub of soap and water.

There is profit in this for you, Mr. Retailer

Good profit. Just get the workers of your town acquainted with *Arlington* advantages and see how your stock will disappear and your cash receipts increase. Your customers will be surprised at the variety of grades and styles and the real linen-like appearance of the Arlington Challenge Brand line.

Lay in a stock to-day.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS.

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

Put that Boys' Clothing Department on a better paying basis by featuring

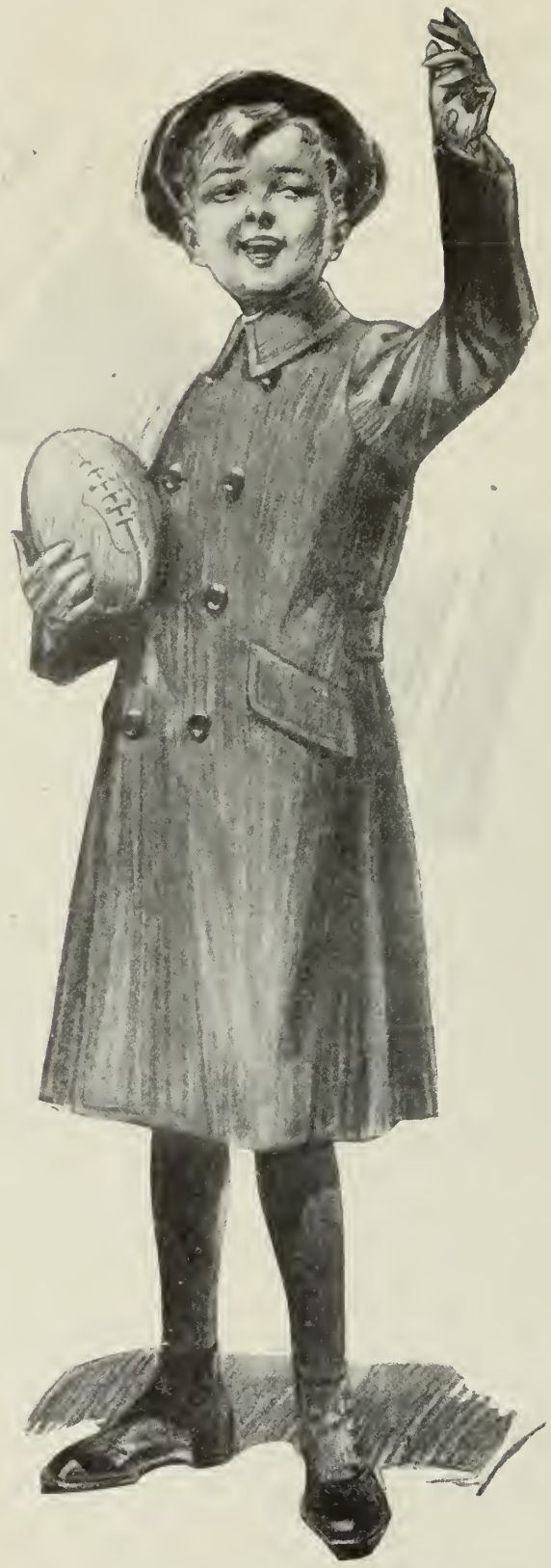
Avenue Brand Suits and Overcoats

Their style, their wearing qualities, the attractive patterns and neat designing will hit the fancy of the wearers and please the parents who are looking for real money's worth in clothing for the boys.

The clever New York designing, characteristic of our new season's showing, the splendid qualities of tweeds, worsteds and serges—all combine to make Avenue Brand the one big buy in the 1917 boys' clothing offerings.

See this line anyway, before you finally decide. A card to us now will arrange matters to suit your convenience. Our traveller is at your service. And remember—*there is no other line just as good as Avenue Brand.*

We also make Avenue Brand Clothes for Men, Youths and Young Men. Every Garment guaranteed. See them.



C. M. Gilchrist and Co.

107 Front Street, Toronto

Tate Electrolytic Waterproofing Processes Limited

TATELEC
TRADE MARK

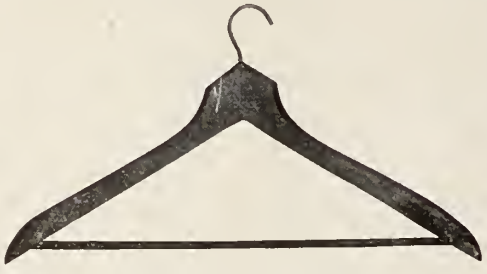
Waterproofers of Textiles

Jacobs Building - 282 St. Catherine West

MONTREAL

Taylor-Made

Garment Hangers

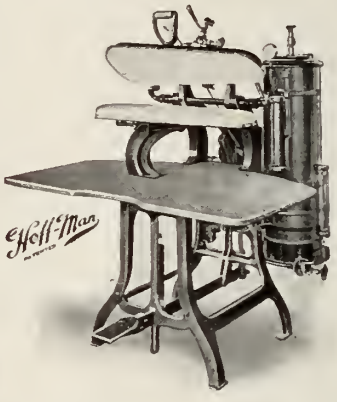


No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trouser Bar, at

$7.50 PER HUNDRED

Orders shipped the day they are received.

The Taylor Mfg. Co.
Hamilton Ontario



A new and better way to press Garments used by Gents' Furnishers, Men's Clothing Mfgs., Underwear Mfgs., Cleaners and Dyers, Skirt and Cloth Mfgs.

The Hoffman Garment Press

Add a Pressing and Cleaning Dept. to your Gents' Furnishing business and see your business grow. It keeps the young men calling at your store. Pays big profits on small investments. The Hoffman Sanitary Press enables you to turn out a high-class job in quick time, at low cost. This Dept. will pay its own way and help swell your profits.

WRITE TO

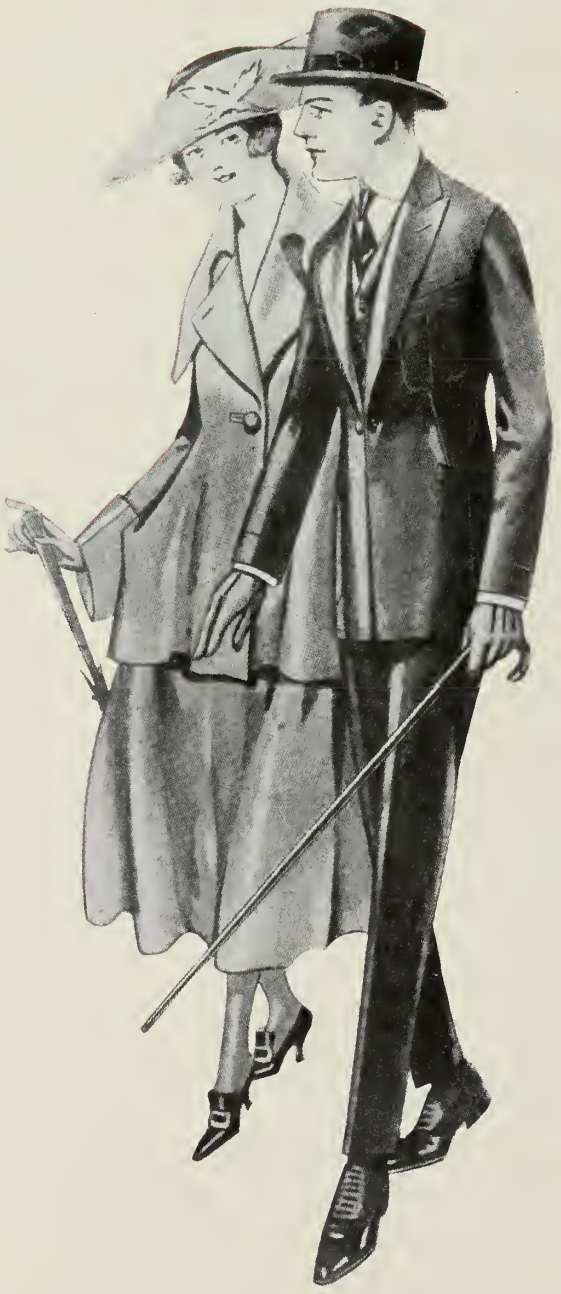
Palmer & Co., 12 CLINTON PLACE TORONTO, ONT.

Broadway

Clothes
for exacting men

April 1917 *Big Business*

Style coupled with Fabric quality



The faultless fit and the attractive finish of every Broadway Model is a result of untiring endeavor on the part of our style experts, men whose every effort is devoted to the creation and perfecting of original and distinctive style ideas. That's why Broadway Clothes have come to be recognized as the culmination of correct fashion in clothes for men.

For the merchant carrying a Broadway stock there is limitless opportunities for better clothes sales. The right stock is half the battle. An examination will show you that Broadway values are your best buy. Connect with us.

Randall and Johnston
LIMITED
TORONTO

Peck's Shirts

There is one standard to which every Shirt turned out by John W. Peck & Co., Limited, has to conform, no matter what the price, no matter what the style. That standard can be expressed in five words—

MAKE IT A REAL SHIRT

That is why you can always be certain, when you offer your customer a Peck Shirt, that that shirt will be of full length and full size, in proportion to the size of the neckband.

Some manufacturers reduce the proportions of the shirt in order, by using less material, to undersell competitors or make more profit.

But Peck's—never!

□□□

JOHN W. PECK & CO., Limited

MONTREAL :: WINNIPEG :: VANCOUVER

"You can't shake your watch or pencil out of our patented pockets"

FOUND ONLY ON

HEADLIGHT OVERALLS

UNION MADE

Dyed with Genuine Indigo

AND NOW COMES
OUR "COMBINATION OVERALL"
CONTAINING DISTINCTIVE
HEADLIGHT QUALITY FEATURES
TELEGRAPH YOUR TRIAL ORDER!

LARNED, CARTER & CO. Sarnia, Ont.

WORLDS GREATEST OVERALL MAKERS

FACTORIES: DETROIT, ST. LOUIS, SAN FRANCISCO,
PORT HURON, MICH. CANADIAN FACTORY, SARNIA, ONT.

24

If any advertisement interests you, tear it out now and place with letters to be answered.

Our stock is complete—all ready to ship you Get in touch with us

WHATEVER clothing problems you are wrestling with, you'll find that our goods and our *prompt deliveries* will enable you to overcome them and will put you in a position to give unstinted satisfaction to every customer.

BOYS' SUITS any style from $3.00 up
MEN'S SUITS " " " $6.50 "
BOYS' BLOOMERS $7.00 per dozen "
MEN'S PANTS - $16.50 " " "

OUR salesmen are now on the road and will be pleased to show you a complete range of samples, including our snappy Fall lines. Select your stock from these unusual values.

We guarantee immediate delivery

J. Elkin & Co., Ltd.

Makers of Elk Brand Clothes

Head Office and Sample Rooms

Montreal, Que. Joliette, Que.

Fit-Reform

Did you ever

take into consideration why Fit-Reform Garments are the "King Pin"?

1st. —Because they are hand-tailored.

2nd.—Because all Coats are Open Coats.

3rd. —Because they are designed by the foremost designer in Canada.

4th. —Because the fit and finish tell the tale.

Those who sell Fit-Reform Garments will tell you so.

E. A. Small Co., Limited
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Emil E. Volpe

We beg to announce having secured the services of Mr. Emil E. Volpe, of Rochester, New York, for our designing department.

Mr. Volpe has been a familiar figure in the designing world for many years and his creations have marked him as a leader in his field.

The Models shown for Fall bear distinctive and pleasing effects, evidence of the character and brilliancy of an artist-thinker.

Associated with Mr. Volpe at the head of each department, is his own Factory Staff of expert tailors. The staff is under the supervision of Mr. Joseph Dedominico, who has served in the capacity of Factory Supervisor in some of the best clothing houses of America.

B. GARDNER & COMPANY

Makers of "Good Clothes"

85 St. Catherine Street West :-: MONTREAL

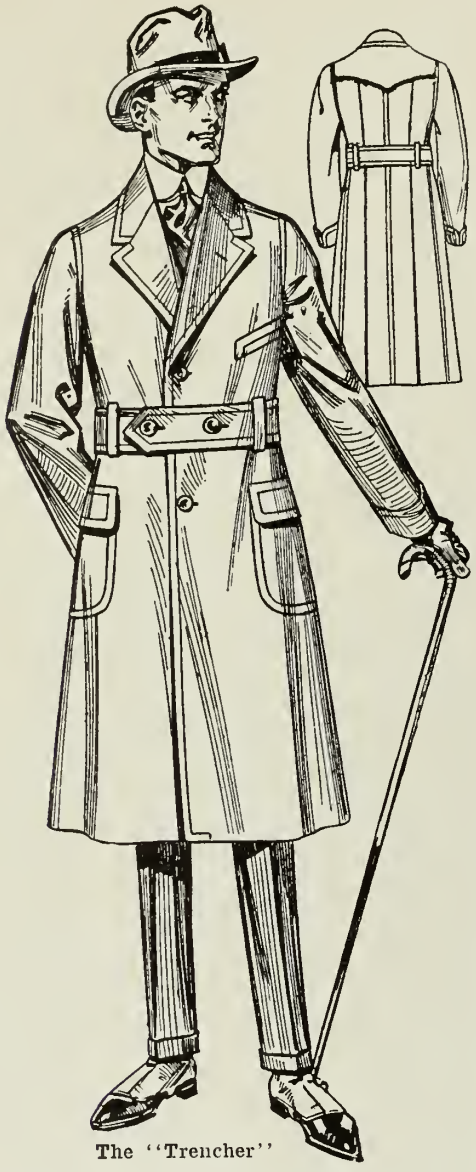
Retail Prosperity in the Clothing Business

comes from common sense, service and square dealing; and most of all from the offering of right styles and values.

Gardner's "Good Clothes"

offer all these advantages.

You can make fast friends with the majority by concentrating on Gardner's Good Clothes—friends that will come back again and again for "more of the same."



The "Trencher"

It is the come-back, the resale, that builds a business big

Our salesmen are now on their respective routes with a complete range for Fall.

In our enlarged premises we can take care of your immediate orders with promptness.

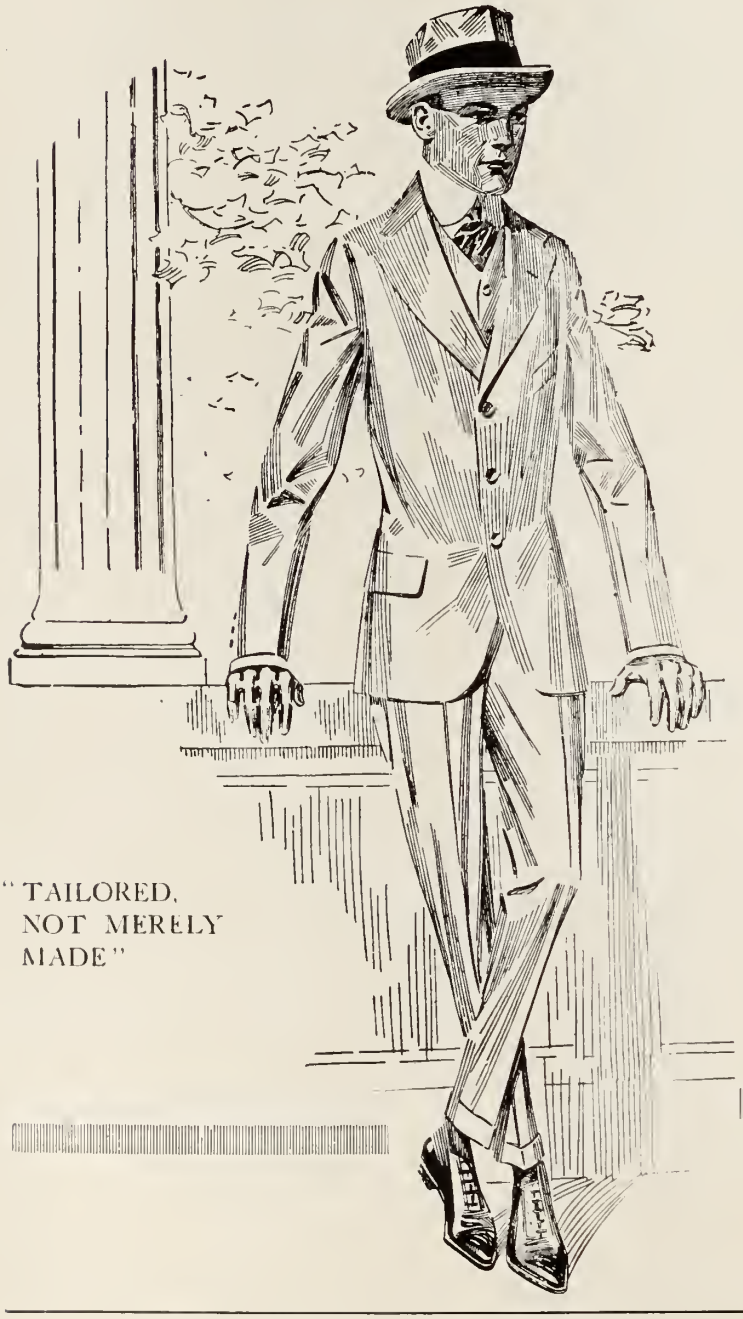
B. GARDNER & COMPANY

Makers of "Good Clothes"

85 St. Catherine Street West :-: MONTREAL

Good-bye, Problems! Hello, Profits!

That's just what Art-Kraft Clothes in your store mean



"TAILORED, NOT MERELY MADE"

For Art-Kraft Clothes sell, and sell quickly, and you know very well that it's the quick customer-satisfying sales that put the profits where you want them.

"Art Kraft" Clothes

sell because they are tailored by experts who know the game from A to Z, men who have made the name Art-Kraft synonymous with striking good looks, double service and superior refinement—points of telling appeal with lovers of good clothes everywhere.

Pre-eminently superior though they are, Art-Kraft Clothes retail at the price of ordinary every-day models. We want to convince you that the name Art-Kraft is something more than a name, that it amounts to a guarantee of satisfaction for both Dealer and Customer.

Mail us a card now and get on our calling list. Our values this season are going to give the Art-Kraft reputation another boost.

Walter Blue & Co.

LIMITED

Sherbrooke, Quebec

If any advertisement interests you, tear it out now and place with letters to be answered.

"Fashion-Craft"

Quality Clothes

Made to meet the needs of the man who appreciates Style, Fit and Workmanship.

200 Points

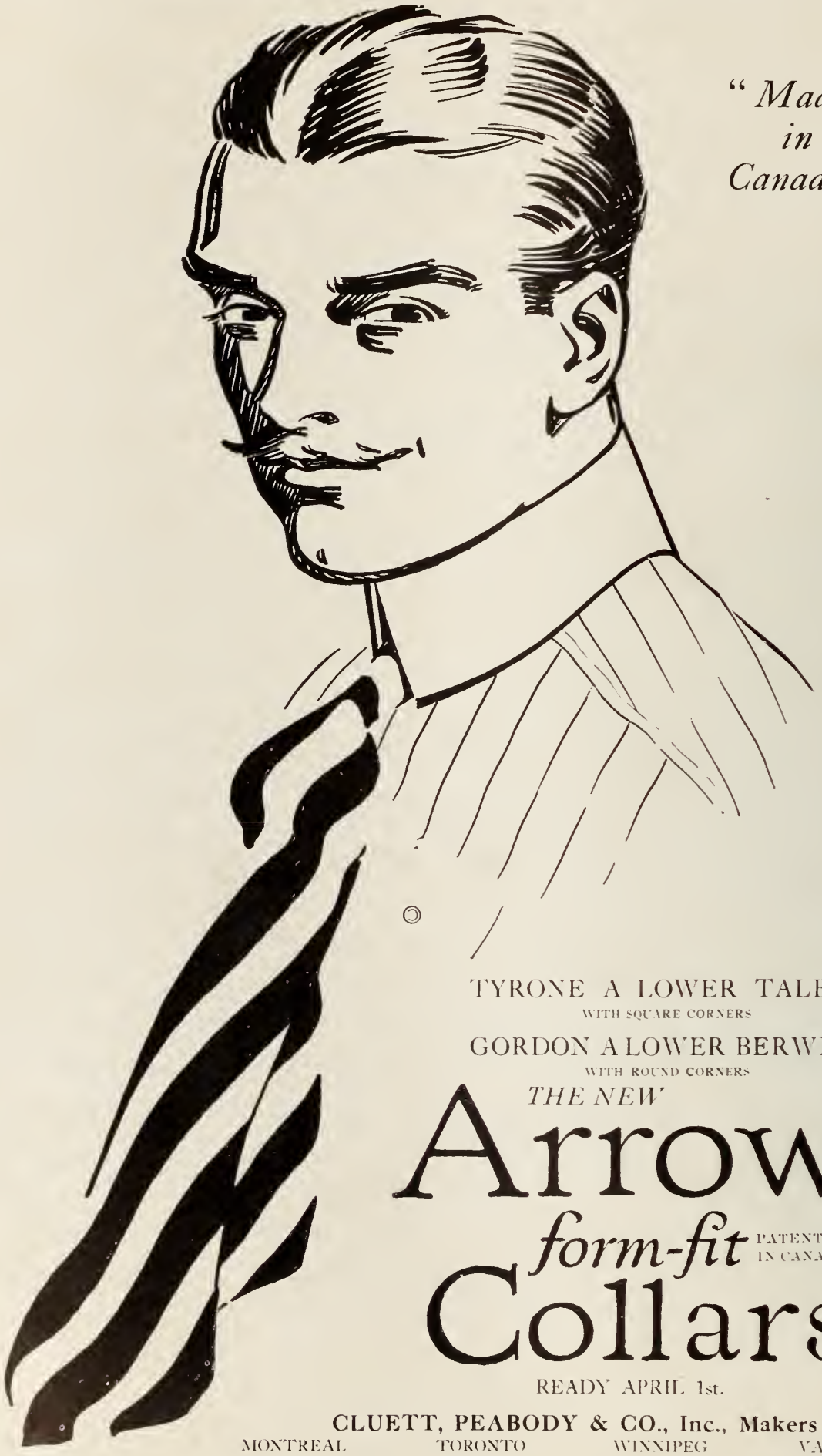
in Canada where it is sold.

Is there an agency in your town? If not, there is an opening for the right man.

If you are that man, and are interested, write

Promotion Department

Fashion Craft Mfrs.
Limited
566 St. Lawrence Blvd., Montreal



"Made in Canada"

TYRONE A LOWER TALBOT
WITH SQUARE CORNERS

GORDON A LOWER BERWICK
WITH ROUND CORNERS

THE NEW

Arrow

form-fit PATENTED IN CANADA

Collars

READY APRIL 1st.

CLUETT, PEABODY & CO., Inc., Makers

MONTREAL TORONTO WINNIPEG VANCOUVER

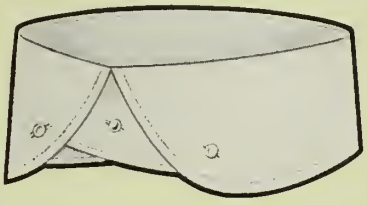
If any advertisement interests you, tear it out now and place with letters to be answered.

ARROW
SOFT
COLLARS

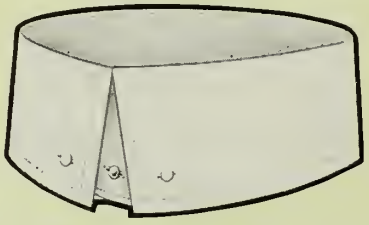
The best of Canadian make—and equal to any you can import —fit right—sit right—launder right. These are but a few of the styles. Mail orders will be given careful and prompt attention.

CLUETT, PEABODY & CO., Inc., *Makers*

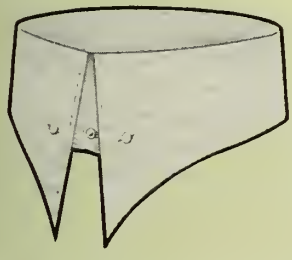
COMOX
Fine Pique, $1.20 per dozen



HANBURY
Fine Poplin, $1.20 per dozen

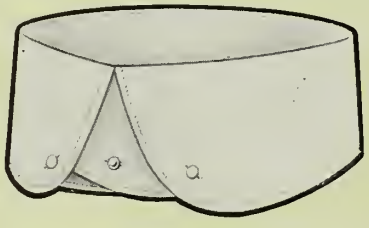


ASHCROFT
Fine Pique, $1.20 per dozen

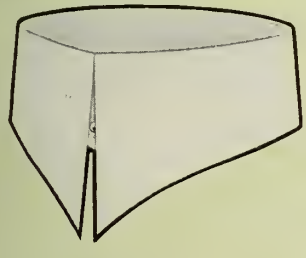


VERNON
Mercerised Poplin, $1.50 per dozen

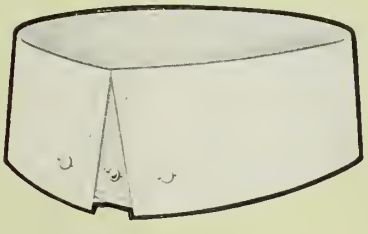
SPARLING
Mercerised Poplin, $1.50 per dozen



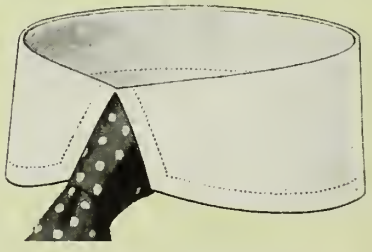
SANDON
Fine Mercerised Cords, $1.50 per dozen



REGINA
Fine Check Pique, $2.00 per dozen



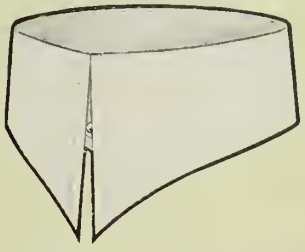
KELOWNA
Silk Bengaline Cords, $3.00 per dozen



GLENORA
All Silk, $4.00 per dozen

Factory

ST. JOHNS,
QUEBEC



CORDOVA
All Silk, $4.00 per dozen

Stocks carried at

MONTREAL
TORONTO
WINNIPEG
VANCOUVER

CANADIAN OVERSEAS BADGES

We are the Largest Makers

in England of Canadian Overseas badges. Since August, 1914, we have cut over 500 dies for the Canadian Contingents.

APPROXIMATE PRICES:

Cap Badges—Maple Leaf, $8 per 100.
" " Numbered battalions, $12 per 100.
Collar Badges—Maple Leaf, $8 per
" " Numbered battalions, $15 per 100.
Shoulder Titles—Plain Canada, $8 per 100.
" " Numbered battalions, $15 per 100.
Single numbers, 75c per 100.

We can give immediate deliveries of most badges numbered from 1 to 238. Special quotations on quantities. Write or cable for catalogue.

J. W. Tiptaft & Son, Ltd.

Northampton St., Birmingham, Eng.

Telegraphic Address, "Tiptaft, Birmingham"
Cable Code, A.B.C. 5th Edition

Taylor-Made Garment Hangers

No. 74B

$12.50 per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.
Hamilton Ontario

"Craftana"

Registered No. 262,0[illegible]

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

If any advertisement interests you, tear it out now and place with letters to be answered.

You can't beat the 1917 Miller Values

In White Ducks, Palm Beach and other summerweight clothing our values are exceptional.

We want to prove this to you, Mr. Retailer—we want to show you that notwithstanding a slight advance in former prices to cover the increased cost of materials, labor, etc., our prices to-day are from 15 to 35 per cent. below prevailing market values.

Our **Palm Beach and Summerweight Clothing** is a line of unusual selling possibilities. Every garment is Canadian custom-made by men tailors, especially for Canadian trade, and equals the best shown in New York and Chicago.

Because of our foresight in buying heavily before the recent market advance we are offering surprising values in

Duck Coats and Aprons,
Khaki and White Duck Pants,
Luster Coats, Munition Coats, Official Boy Scout Uniforms and Supplies.
ALL KHAKI GOODS—SERGE and DRILL For Military and Work.

Lay in sufficient of all the above to cover your season's requirements. Early ordering is essential as our stocks will not last long at present prices, and the help problem is quite acute.

AHEAD OF ALL
M&Co
Miller
TORONTO

A Guarantee of Quality in Specialty Clothing

Miller Mfg. Co., Limited

Makers of the Famous Miller Breeches

44 York Street, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

TRADE MARK REG'D

QUALITY

New Era

CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

Our representatives are now on the road carrying with them a complete line of Fall and Winter samples of "New Era" Quality Clothing.

Our range is as large and complete as ever, and prices, owing to purchases made in anticipation of present conditions, are right.

To properly conduct our rapidly increasing business, we have *divided* it into *three large Departments:*

Boys' Clothing, embracing lines from fancy Juveniles to modish School Suits.

Young Men's, possessing the style and snap of the higher-priced advertised brands.

Men's Conservative Styles, always to be relied upon.

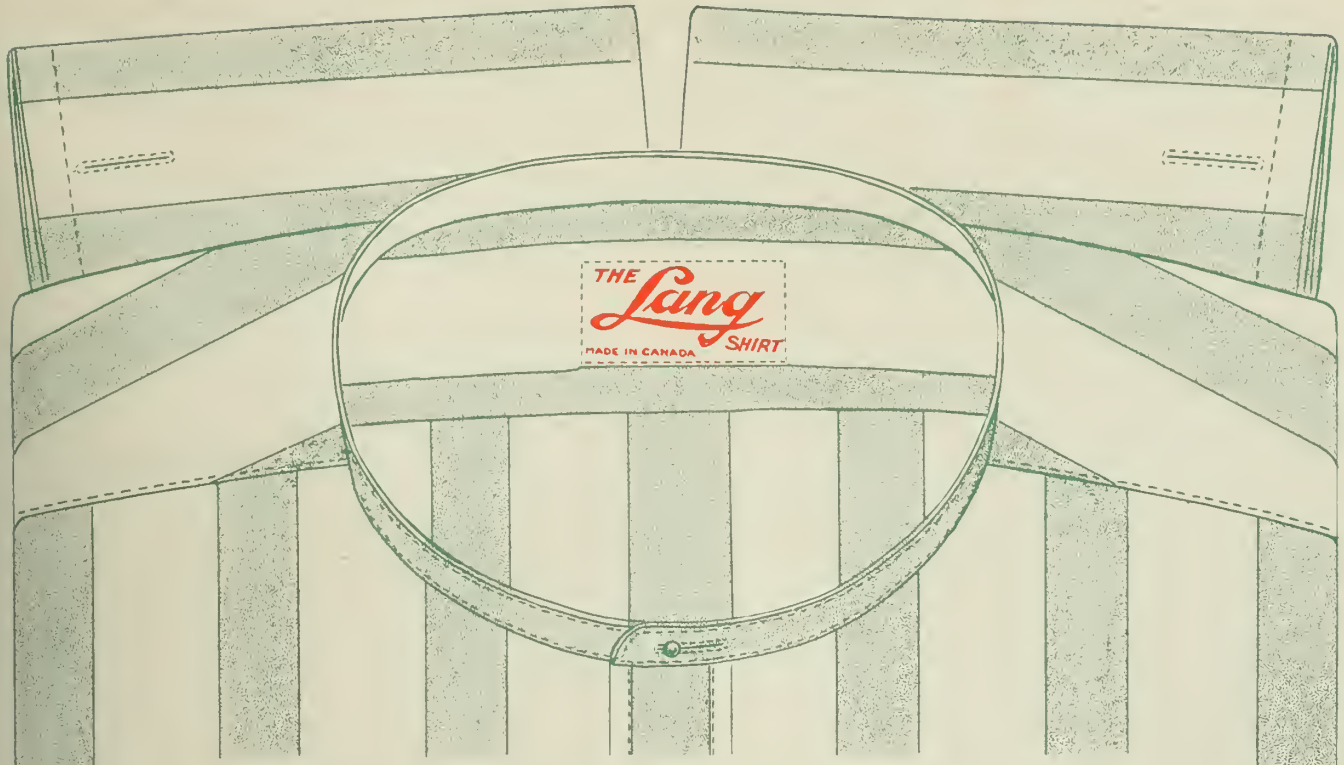
In each Department you will find *smart-looking, good-fitting, well-made* clothing at *popular prices,* which cannot fail to bring business.

We bespeak a careful inspection.

The FREEDMAN COMPANY

Sommer Building, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.



A favorite with particular men—

THE Lang SHIRT

The reliable line

Give your shirt department a real lift towards quicker selling and better profits by stocking from the 1917 *Lang* Shirt values now being shown.

Fabric, Fit, Fair Price—everything that's calculated to win the approval of discerning men is embodied in this unusual offering. We've got all the good old standard lines, as well as the latest and most sensible novelty features. Our Specialty is **fine quality shirts made up for retailers under their own name.**

Think what such a service means in connection with your present shirt trade—increased sales, bigger profits. Our samples are at your service. Send for them to-day and get acquainted with *Lang* Shirt Value.

The Lang Shirt Co., Limited

Kitchener, Ontario

"Hero Shirts"

For Fall

Buying Advantages

Larger quantities, earlier deliveries and better prices, through buying in conjunction with our *STAPLE DEPT.*, (the best in Canada.)

Manufacturing Advantages

Our own factories, whose superintendents work in constant close touch with the warehouse department managers, to produce better goods at less money.

Selling Advantages

Thirty experienced sale-men who cover their territory thoroughly with general line of dry goods and men's furnishings, thus reducing to a minimum the cost of marketing the most attractive line of Men's Fine Shirts in Canada.

"Hero Shirts are Better"

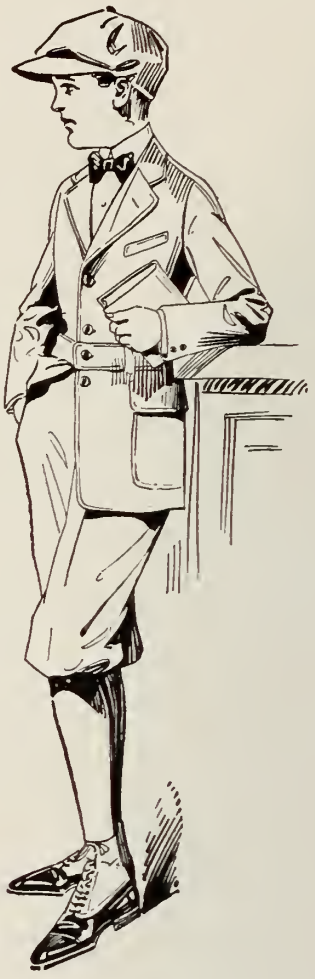
The evidence is in the Sample Rooms of our Travellers.

ALPHONSE RACINE LIMITED

60-80 St. Paul St. West, Montreal, Canada

SAMPLE ROOMS: Ottawa, Quebec, Three Rivers, Sherbrooke and Sydney, N.S.

FACTORIES: Beaubien St., Montreal; St. Denis, Que.; St. Croix, Que.



OUR Salesmen are on the road now with our full line of *Fall and Immediate Samples* — of *Men's, Young Men's, Boys' and Juvenile Clothing.*

We have the biggest stock of piece goods on hand, and when buying from us you are sure of delivery.

Helleur, Gariepy & Broderick, Limited

16 Craig West, Montreal

Wholesale Manufacturers for Men's, Young Men's, Boys' and Juvenile Clothes

If any advertisement interests you, tear it out now and place with letters to be answered.

The Retail Merchant—a Wonderful National Asset

There are more than 50,000 retail merchants in Canada. They employ more than 250,000 people. Half a million more people are directly dependent on the retail business for a living.

Each year goods pass across their counters worth more than a billion-and-a-half dollars.

A vast army of distributors—no less important in the Nation's work to-day than the great army of producers.

These 50,000 merchants and their quarter of a million employees are a most vital factor in the existence of Canada—but they could become a still greater factor if they worked at 100 per cent. efficiency.

At this very hour the Nation is asking the utmost efficiency in every line of business. This means that all of us must change our gait and do more than an ordinary day's work.

This applies to the merchant who distributes, as well as to the farmer and manufacturer who produces.

In order to become thoroughly efficient, there must be no waste motion, no lost energy, no needless labor, no careless use of money.

What a wonderful opportunity there is for the 50,000 retail merchants in Canada, to become personally efficient, and enable their quarter of a million employees to become more efficient—to work better, faster and more accurately.

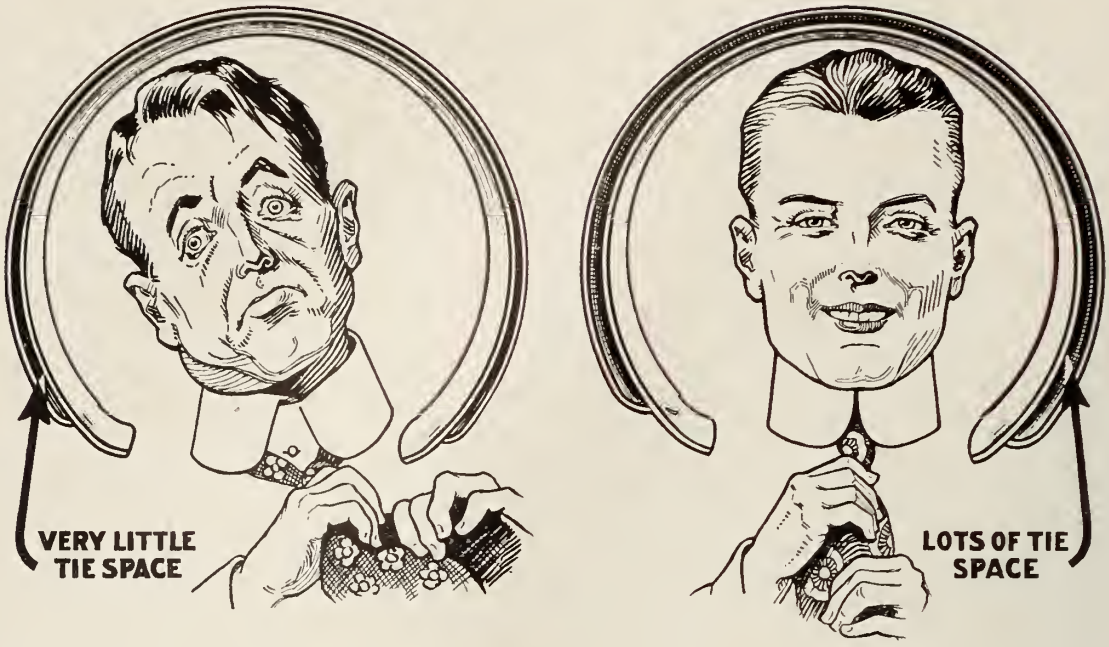
The National Cash Register Company have utilized years of experience, brains and energy in devising a mechanical means of accomplishing this most necessary efficiency. This machine stops losses, prevents mistakes due to carelessness and inaccuracy, and saves time. They are indispensable to the merchant who desires the highest possible efficiency in running his store, and are helpful to every ambitious clerk.

Our new model Registers stop losses, mistakes, temptation and carelessness.

They save time, worry and money. Without obligating yourself in any way, write us to-day for full particulars. We will gladly furnish these.

The National Cash Register Company of Canada, Limited

Toronto, Canada



It's All in the Tie Space

The reason why one man has to pull and jerk his tie into place while the other slides his around easily is due entirely to the tie space provided in his collar.

Very few makes of collars have enough tie space—especially in the larger sizes.

It is the general custom in making collars to design them on a curve to suit the medium sizes. They are lengthened or shortened to make other sizes. This may seem all right, but it works out this way:—

The tie space increases in the smaller sizes and decreases in the larger. If the tie space is not adequate in the medium sizes, pity the man who tries to pull his tie through size 17, for it is a terrible strain on his temper and a worse one on his tie.

W. G. & R. collars are a boon to every man who appreciates ample tie space and especially to those who wear the larger sizes.

The design of W. G. & R. collars is such that every size, and this includes quarter sizes, has ample and uniform tie space. We design every size separately to give every man a proper fit, whether his neck measurement requires size 14 or size 17.

This uniform and ample tie space is a great talking point and a *real* talking point, in favor of W. G. & R. collars. It is one that men instantly appreciate. It is one you can use with telling effect in selling W. G. & R. collars.

TRADE W.G.&R. MARK

The Williams, Greene & Rome Company, Limited

Makers of fine shirts, collars, pyjamas and summer underwear

KITCHENER, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Know the name of the new TRADE W.G.R. MARK *collar:*

SOMME

"Some Collar"

Ready for delivery now

"SOMME" strikes an entirely new note in Canadian collar designing. Smart dressers will instantly appreciate it.

The points of the outside fold, if desired, may be turned up slightly, as in the illustration, which adds to the smart effect.

Ample tie space. "Slip On" buttonhole. ¼ sizes.

Be sure you have a good stock of this winner. It will be well advertised.

The Williams, Greene & Rome Co., Limited
KITCHENER, CANADA

If you are catering to the better class of trade you will find it profitable to specialize on

TRADE W.G.R. MARK

SHIRTS

They are made by operators of many years' experience in good shirt-making, with our guarantee and a national reputation behind them.

We are showing a big range of bright, snappy fabrics, and while some lines have had to be advanced lately, we are able to offer a large assortment at practically old prices—the result of buying heavily months ago. These are A1 values.

Reliable Colors **Good Cloths** **Standard Sizes**

☞ *A stock of long sleeves always on hand.*

The Williams, Greene & Rome Co., Limited

KITCHENER, CANADA

"The excellence of the product has established the brand"

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7 TORONTO, APRIL, 1917 No. 4

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Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

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A. B. Caswell, *Montreal Representative.* George E. Pearson, *Associate Editor*
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UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year. Other Countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

HOSIERY

THE greatest factor to success in retailing is dependable merchandise. Your customers' interests are first. The satisfaction they receive from the goods you sell determines whether or not they are regular patrons of your store. It is well to remember that the SERVICE an article gives creates impressions that remain long after the price is forgotten. In these days when manufacturers are tempted to indulge in a "shaving off process," to keep down the price, it becomes the first duty of the retailer to be certain that the merchandise he passes on to his customers possesses quality sufficient for their needs.

In "MONARCH-KNIT" Hosiery, QUALITY comes first. We, too, are building for the future. We manufacture complete lines of Hosiery for Men, Women and Children, in silks, lisle, mercerized, cotton and cashmere.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc.

Dunnville, Canada

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VII. TORONTO, APRIL, 1917 NO. 4

BRIGHT IDEAS ON SELLING FURNISHINGS

Methods Followed After Close Study of Nature of Men Customers—Meeting Shrinking Against Discussing Prices—Quick Devices for Showing Shirts, Underwear, Ties, Pyjamas and Gloves—Satisfying Men on "Returns."

From Interview with Gordon Dunfield, of Dunfield's, Toronto.

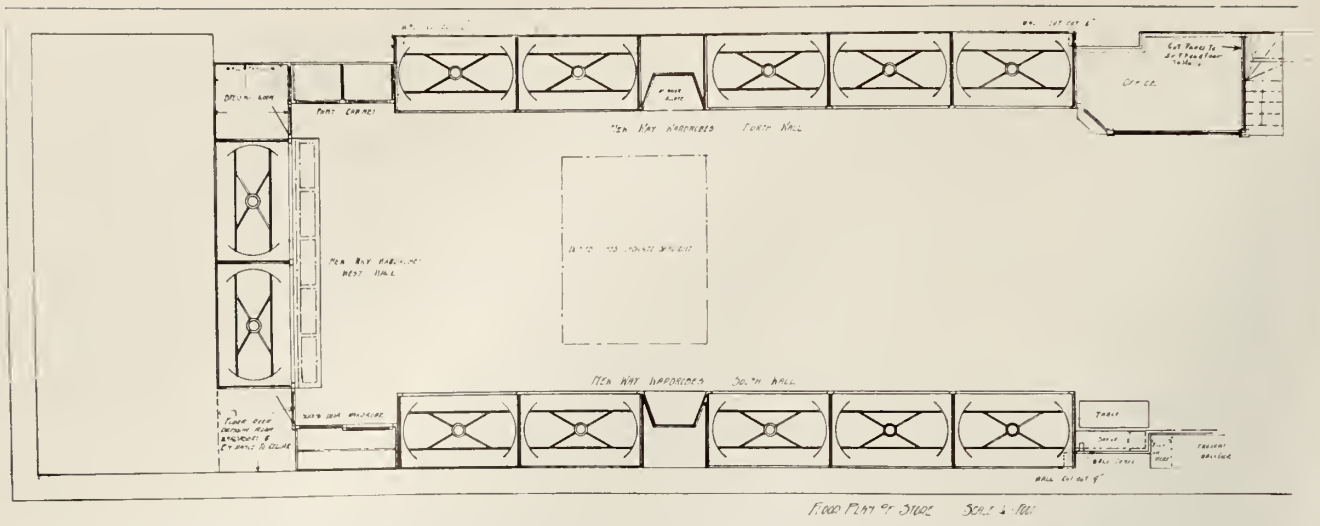
IN presnting in this article illustrations of the newly equipped store of Dunfield's, Yonge street, Toronto, following the separation with P. Bellinger & Co., of Fashion Craft, MEN'S WEAR REVIEW includes in it some timely, and interesting and, we believe, exceedingly helpful suggestions from the young but successful manager, Gordon Dunfield.

As should be in every case, the display and the selling

DISPLAY OF SHIRTS—This photograph of a section of the Dunfield store was taken for MEN'S WEAR REVIEW *chiefly to illustrate the method of showing shirts, which has proved so successful in the selling. There are three cases for the hard and soft front lines, the first, $2.50, next, $2 and $1.75, and third, $1.50. Each showcase is 27 inches wide inside, the exact width of a stiff cuff shirt when folded, and two glass shelves, the full width, are set in each. The soft cuff shirts are folded once again so that two rows can be set up in the 27-inch space. Each of the 7 rows represents a special size. This method allows of the shirts being taken out easily and quickly, with a large assortment ready without delay. No boxes are used, and in the cabinets behind are other shirts. The sports shirts are kept in the center "circle," to separate them.*

At the right, cashmere hosiery can be seen, shown in the cases also, pile on pile, a dozen different lines in each. The silk are kept in the case behind.

At the front of the store are collars, on one side, and ties, mufflers, handkerchiefs, etc., on the other. Soft and hard collars are kept separate.



CLOTHING DEPARTMENT—This is a diagram of the clothing department at the rear of the store. The cabinets are the "new way," containing a double tier of suits on one side, and another is presented when the rack is reversed. Each compartment holds from 60 to 100 suits, and is very compact, 7 feet long by 4 ft. 6 in. wide.

The location of the triplicate mirrors and the handsome and roomy dressing rooms, done in mahogany, will be noted. On the floor is a green carpet.

The department was designed and the cabinets furnished by Jones Bros. & Co., Toronto.

methods in this store go hand in hand, and the one works closely into the other, according to the manager's theory and practice.

Showing, Handling and Selling

He shows what he has found the best way to show shirts and that this enables him and his clerks to handle them more readily, and this in turn effects a sale with the more certainty. And—one of the best points of all—Mr. Dunfield is a close observer of man nature, man's relation to the question of price, as well as of styles,—in other words, if we wished to find one phrase that fitted the case, we would say the "pyschology of the male customer," but we forbear,—our readers might resent the combination of "psychology" and "pyjamas."

Given the choice of clothing on one side and furnishings on the other, or the furnishings at the front and clothing by itself in the rear, the latter was chosen. The store opens with collars at the right, to the jog caused by a stairway outside at the front. On the left are special lines, ties, mufflers, handkerchiefs, etc. Next to these are shirts, and beyond these pyjamas.

Across the store, at the end of the turn are caps, then follow hosiery, gloves and underwear, each in a well defined department.

Down the centre is a circle of show cases, and back of these, the clothing department. At the extreme rear is a parceling room and one for incoming freight, while above is the "busheling" room for repairs. A handsome decorative effect, suiting well the rich mahogany fixtures, and the green carpet of the clothing section, is an art glass window, which is lighted up from behind by globes that are reflected back against the glass by a mirror at the lower part of this window.

Further details of the layout of the store and the fixtures appear under the illustrations. Let us pass on to an even more interesting topic, as it contains many original ideas, the merchandising methods of the manager.

Colored Tags For Gloves

"HAVE you such and such a kind of glove," asked a customer.

"Yes," replied the salesman in confidence and turned round to look at his stock behind him. "Yes," he continued with a little less certainty, "at least we had it here yesterday. I know I saw the box around there, it must be here some place."

He glanced up and down the shelves in growing confusion, and kept saying once or twice, "now who on earth put that box away? It should be up here on the first shelf and it isn't." Then he turned round to the customer, "Just a moment and I think I can get it for you."

The moment lengthened to three or four; the customer himself became restless and also a little disgusted.

"Oh, never mind I'll call in again," he said, and turned away, and the sale was lost for that time because he went down to the next store and went in and asked for that pair of gloves and was served immediately. More likely than not the sale was lost for all future time just because he didn't think the store was run on a system which gave good service to the customer.

Hard to Locate Different Kinds

There is this difficulty in always keeping stock in a proper place in the shelves and knowing where to locate any kind of a great variety of gloves or any other line on an instant recognized in the Dunfield store as one of the most necessary points in connection with the treatment of customers. This store depends a great deal on transient trade and must be prepared to wait on customers very quickly and with the minimum of delay in the location of goods and in placing them before the customer, so that it is essential that some method should be adopted to obtain speed in handing out the goods that are required.

Labels of Different Colors

MEN'S WEAR REVIEW noticed on the boxes, which, by the way are uniform, all in black, and look very neat on this account—that the labels used for describing the various lines—were of different colors. At once this suggested a purpose and this was explained. The different colored labels are used to show the different lines that are in the boxes. These are as follows:—

Deep red label—black gloves.
White label—white dress gloves and chamois.
Tan label—tan gloves.
Grey—Grey suedes, silk lined.
Yellow—tan, silk lined.

It will be noticed that there are two colors for tan gloves and two colors for grey suede, in one case a tan label is used for the ordinary tan gloves, but a yellow for tan gloves with silk lining, while a grey label is used for grey suede but if they are silk lined a green label is used to distinguish them. The importance of this will be recognized at once.

"Credits"—Special Label at Side

There is one other little device that will also be found of service to those who have not tried it out and that is the use of a small label stock on the left hand side of the large label but by itself with the word "cadets." This, of course, indicates that the gloves in those particular boxes bearing this label are short fingered. In this store there are only three boxes labeled in this way and they of course can be told at a glance as they stand apart from the main label. Before this separation was adopted the salesman had to glance up and down a dozen or more boxes to see whether the word "cadets" was marked on the main label or not. Now he knows that it has a special place, and this saves a considerable amount of time.

Locating Misplaced Boxes

One other point in explanation and that is that the white label is used both for the white gloves and the chamois but the white gloves are kept on an upper shelf while the chamois are kept down below, so that there is no confusion between the two.

This not only makes it easy to pick the glove you want at once but in case a box has been misplaced on the shelf you see at once where it is, that is you know that all the red labeled boxes must be together and when you find one in another place by mistake it goes back at once. More than that, each clerk knows the exact number of red, grey, white, tan and other labels there are. This is, of course, a special arrangement, one that is kept up through the whole of the store stock, and that is, the lower sizes are placed on the bottom of the pile of red labeled boxes and the higher ones on the top. It is the rule in this store in regard to the location of stock, including shirts, gloves, underwear and so forth, that smaller sizes start on the bottom and run upward and also that the smaller sizes and prices start toward the left and run toward the right. This is uniform in every department and makes it much easier for the clerks to locate any special size or any particular price without delay. This is the arrangement that is in effect in a great many stores but many others, we know could adopt it to advantage.

Sales Versus Dignity

WE were curious to learn Mr. Dunfield's philosophy of sales. He has just completed the most successful one in the history of his store, that of shirts and ties. These sales are the ordinary clearing up sales that occur twice a year, at the end of July and the end of January and on into February, and usually occupy four or five weeks. Of course during this period the sale is stimulated by the addition of new stock or by special prices or special reductions that keep the interest of the public alive.

Against Much Comparison of Prices

However very often there will be a sale of ties at 49c, including the regular 75c and $1.00 ones and when the sale period is half through these will be dropped to 29c. Mr. Dunfield's idea of this is that the 29c price is really all the goods are worth at that late period to the store although the values to the public are as great as they were under the 49c price.

Nor is he strong on using comparison in prices that is saying that such and such is selling for 29c, regularly 50 or 75c. Indeed one of the best days of the sale of shirts was when all the announcement made was the price and the comment that this was much below the regular value, without mentioning any regular prices.

A short time ago he bought up a lot of gloves which were put on for sale at 69c. These gloves were worth, according to the ordinary valuation, $1,00 and $1.25, and some of them even $1.50, but he did not announce this in his ad.; he simply said that they were worth "far more" than the price which was asked for them.

What "Regular" Price Means

As a matter of fact, the "regular" price of these is not the price at which they would be found in an ordinary store but the price at which they would be found in this store and as these had not been put on sale at $1.00 and $1.25 or any other price, but simply for a 69c figure, they could not be said to be "regularly $1.25." His opinion of the matter is that comparative prices could well be dispensed with and the public told if necessary that the goods were worth more than was being asked for them, but not told how much. The public can figure out for themselves just what value they are getting, and the dropping of "regular" prices would do away with a great deal of exaggeration on the part of the dealer and would tend to increase the confidence of the public in the advertising of retail merchants.

The Old Bogey of Losing Prestige

"At one time I thought that we would lose prestige by holding sales," said Mr. Dunfield to MEN'S WEAR REVIEW, but, he added, I would like to see the fellow that would give me that argument now. I am ready for him. They talk about the 'dignity' of the store being hurt by sales. As a matter of fact, I am not counting much on the dignity of the store selling goods. I am not after "high class" customers, so called, we get them and we get the other as well. Sales don't hurt high class trade and to clean out the stock they are absolutely necessary, even if you carry only high class goods and appeal only to high class trade.

Value and Service; Not Dignity

"The whole thing in the sale of goods is not the dignity of the store but the value of the goods you sell and the service you give to the customer in connection with those sales. I can sell as much high class stuff as the next man."

Proprietor And His Friends

CLOSELY connected with this idea of the dignity of the store, as so called, is that of the personality of the head of the store. I used to have an idea that every time a friend of mine came in I had to wait on him, that he would be offended if I didn't. I have got over that now. Now when a friend of mine comes in I go and speak to him and ask him what he wants, and then take him over to one of my clerks and ask him to attend to him, to do the best he can for him. I try to see that I do not take my friends over to a 'boy' to wait on them, who does not understand his business, but a well trained man, and usually the second time that friend comes in he makes his way directly to the clerk who satisfied him on the first occasion.

Too Busy to Wait on Every Friend

"The reason I have reached this conclusion was simply the result of actual experience in trying to wait on every

Four Distinct Trims in Downtown Stocky Window

THERE APPEARS ABOVE a view of the right-hand window of the Dunfield store, taken specially for Men's Wear Review, to illustrate the point as to the difference between a unit trim and what is sometimes called a "stocky" window, one that is crowded with different kinds of "units," if one may use the term in this connection.

Mr. Dunfield believes thoroughly in the use of unit trims as they have been shown by Men's Wear Review, notably, perhaps, those that are the regular form in the Stollery store at the corner of Yonge and Bloor Streets. He remarked that if he had the show space of Mr. Stollery that he would use nothing else than unit trims, and that they would be altogether the best for his purpose. But instead of having six or eight windows, he has only one that he can devote to ties, because the other one to the south is always given up to his clothing department.

CROWDED WINDOW—Under this condition, if he should show a unit trim limited to a single line, in order to have ties and shirts match, he would be using the whole space on a busy thoroughfare for a single line of goods, and several other lines of his would be left unshown during the day or days in which the others held the windows. He has decided that he must crowd his window, but he keeps the unit idea to the extent that each division contains only one line, either a shirt or ties or underwear, as the case may be. For instance, he would not show three or four varieties of ties in one division, merely a single range and one kind of shirt. He goes farther and limits the display in one section of the window to a single price of shirt and a single price of tie. He would not have a 50c and a 75c tie shown in the same division. In this way, while he concentrates his display in a small space, yet he draws special attention to each line.

FOUR DISTINCT TRIMS—As will be seen by the photograph there are four distinct trims in this window. The two on the left are of ties and shirts, each of a single range, and then there is one on top, also of ties. The fourth is of underwear, on the extreme right-hand side of the window, and an underwear trim appears every day.

SOLD TWO DOZEN TIES—"There is another point which may be interesting to you in connection with our windows," remarked Mr. Dunfield. "I have had a number of people criticize me and say, 'Oh, you are piling up too much stuff in your windows.' For instance, I have been told that I had no business to stick a tie on top of that first divider there (pointing to a tie for March 17th, a green tie that was set up there marked 75c). You know that on one occasion I put up a knitted tie at $1.50 on that same divider and sold two dozen of those ties, different ranges, of course, in a single day. That proves to me that I was perfectly right in showing that line in that position."

You can have no better proof that a window is the right kind of a window than the sales that result from it.

TRIM OF PYJAMAS—It will be noticed in the illustration that there is a trim of pyjamas to the right-hand side, a wall trim as it were, on the other side of the entrance to the stairway. This stairway takes in part of the store, although, of course, it is shut off from it, but the store gets an additional display, a very good one at that, by putting in pyjamas usually in that wall space. This trim works in with the showing in the store itself of pyjamas, which are arranged in the same way as the shirts in ties in the showcases.

one of my personal friends who entered the store. As the business grew and I was taking more and more part in it and having to do more of the planning, the buying and arranging for the selling and so on, I found that my mind was pre-occupied with some of the bigger plans I had for my business, and when I was waiting on any one of my friends I found my mind wandering off every now and then from the actual sale to something that I had been working on just before, and I said to myself, 'You're not attending to your customer.' The sale as a result was dragging and I knew that my friend in most cases would prefer to be waited on by a man who could give him his full attention rather than one who would seem to him to be half off in a dream.

"Moreover it took too much of my time looking after details like that and so I had to give it up."

Building Up Underwear

IN connection with the permanent underwear trim in the window, Mr. Dunfield tells an interesting story that has considerable value for the men's wear dealer who wishes to build up any department that is now lagging behind.

"There is not a single window that is ever shown now that lacks the trim of underwear," he said. "Every window, every day of the year, is advertising our underwear. Several years ago we came to the conclusion that we were not selling nearly as much as we should, and it seemed this is the common experience of the men's wear dealers. An underwear department is a hard one to build up and a great many stores that have large sales of ordinary furnishings sell practically nothing in underwear.

"One point, of course, is that you must carry such a wide range of neckwear including sizes by the way in order to satisfy the enquiries that will come in to you. So for the first two years we carried more underwear than we sold, that is, our turnover was less than our stock for those two years. Now, of course, the proportion is very much greater. We decided, however, that we must carry a range not only for the regular sized man but for the larger men and also the smaller sizes. The short stouts and so on. This way, by showing the underwear constantly and by being able to satisfy everyone who came in to equire about it we have gradually built up our underwear until it is now a very large proportion.

Keeps Only Better Class

"Both in our shirts and underwear we follow out the theory, however, that in unusual sizes we will carry only the better class of goods, that is we carry no cheap lines. We find that a man who is larger than the ordinary or has longer or shorter arms is willing to buy the better class of goods and does not expect you to keep the cheaper class. In this way our variety is cut down less than it would be if we went into every line that we carried for the normal sized man.

Dodging Prices

"IT'S a peculiarity of men that they don't like to discuss prices of the goods they buy in a men's wear store, and we do all we can to make it unnecessary for them to do so."

There is a good deal in this philosophy of men's wear merchandising as expressed by Mr. Gordon Dunfield, the manager of this store, and we commend to dealers as a helpful exercise to work out the theory in their various departments.

Probably the selling of shirts will illustrate the principle as well as anything else. Most men buy at least a portion of their shirts, like they do ties, not so much because they need them, as because a particular pattern strikes their fancy. They buy gloves not because they see a line that attracts them, but because the pair they have is soiled or worn out.

We will follow Mr. Dunfield, or one of his trained assistants, with a shirt customer. The latter makes his way to one of the shirt show cases, says the centre one.

"What size do you wear, sir?"

That is the only question; never touch price. The man might resent it. Size 15 would mean the piles lying third from the left of the salesman, in the show case, or third from the right of the customer facing it, the first two being 14 and 14½.

Special Show Case for Shirts

This show case by the way—illustrated in this article—is made specially for shirts. It is 27 inches wide and there are two glass shelves, the full width of the case. The width is exactly enough to hold a stiff cuff shirt without the door of the show case rubbing it in closing, or enough to hold two piles of soft cuff shirts.

So down the salesman reaches for his size 15 shirts, and brings up the two piles, and spreads them, out to show the patterns, remarking, "Here is a range at $1.75." The price by the way is marked with a pencil on the inside of the band at the back so that when the shirts are set out in front of the customer he sees it plainly. With pin tickets it sometimes is marked on the back and so cannot be seen until the shirt is turned over.

Now the customer has ten, a dozen, or even 20 shirts, with ranges, and perhaps half a dozen or more patterns.

Don't Pick Out Shirt For Him

"Don't stop now and try to sell him any shirt in this lot; and by all means don't pick out any particular shirt and boost it as a "fine" pattern.

"Just move over to the next show case pick up another pile or two of No. 15s, and lay them out in the same way at the end of the first show case.

" 'Here are some more at $1.50.'

Judging of His Price Favorite

" 'Then step to the next show case, on the other side, and hand him over a selction of $2 or $2.50 shirts."

"Then," continued this student of human nature, "you will know pretty well by those he gives attention to about what he is prepared to pay. If he glances at the $2.50 and the $1.50 ones, and remarks that he thinks "this lot"—the $1.75 or $2.00 will do—chances are that that is what he is prepared to pay, and in a moment or two the others can be quietly removed, each lot to its place."

With tact, a man may be led up to the $2.50 shirts, by showing up a pretty pattern and remarking something about it. But let the prices speak for themselves.

"Box Stuff? Never Again!"

Box stuff? Never again as long as I can help it," he declared. "It's three times as hard to handle as the stuff in the cases, and look at the waste of time. In the twinkling of an eye you have a big assortment of shirts out of the case, compared with the slow work getting them out of the boxes. And they talk about 'no dust'! Why look how cheap you feel when you pull down a box that has missed being gone over, and have to brush a little dust off it. It looks shop worn, and often your sale is spoiled."

Man Won't Say He Wants Lower Priced Goods

Consider the effect of throwing out before a customer a lot of $2 shirts when he doesn't want to pay that much.

A woman would say, "Haven't you any a little cheaper" but the average man shrinks from such an implied confession. If the price is too high and no $1.50 or $1.25 shirts are shown, probably he will end the matter by remarking, "I just wanted to look them over,"—and go out without buying.

That's human nature again.

Wants "Reduced" Goods, But Won't Say So

Then there is the man who has seen a shirt in a sale perhaps, marked in the window "Reduced to 69c." or something of the kind.

Even when you ask him if he wants one of those shirts that are marked "reduced," he'll hardly admit it, but more likely will reply, "Well, I'd like to see some of your shirts."

So, show him "some"; the reduced ones at 69c., but also the $1.50 and others. Then let him pick out for himself, even walking a little piece away.

Shortening Shirt, Free of Charge

Dunfield's have a "stunt" that wins a certain class of customer, shortening or otherwise repairing the sleeve.

This is a privilege given every customer whether he buys one or a dozen shirts.

But it is chiefly short, stout men, or those who want a 29-inch, instead of a 31 or 32 in length, that need accommodation, and they are so pleased at this service, probably the first comfortable sleeve they've had that they are "solid" ever after.

The only exception to the shortening of the sleeve—which by the way means taking it right out, and cutting some off, not using tucks—is where shirts are "on sale." Then a charge of 15 cents is made, the exact charge the workroom makes against the store in each case.

On Returns of Goods

RETURN of goods, particularly split gloves, is a universal trouble, and often a source of annoyance both to store and customer. Often it results in the loss of a customer. MEN'S WEAR REVIEW asked Mr. Dunfield how he was working this out.

He made answer in general terms: "We try to satisfy the customer."

And in explanation: "If goods are brought back we take them, and never ask them why."

But again his study of "customer nature" comes into play. And doesn't he put it about right?

Gets New, Half Price; Keeps Old

"Instead of 'why?' we say, 'What would you like us to do.' Gloves are our hardest problem for so many rip, and if they are just new, a man comes in with battle in his eye. If he finds us ready for a fight, he gets all he can out of us; if he finds there is nothing doing in that line, he is inclined to back down, instead of feeling he is making himself the goat.

"In the case of gloves that have split, we usually offer the customer a new pair at half price and have him keep the old pair, suggesting that he can use them for second best. This generally satisfies him, while we are in the same position, practically.

HOW A COBOURG STORE STIMULATED SUMMER BUSINESS

Heat Was Keeping People Away, so the Store's Goods Were Taken to the People — Substantial Direct Sales Resulted—Some Splendid Advertising Done for the Business—Reception Always Good.

MORE and more salesmanship is becoming an important end of business. Time was when a merchant depended largely for his profit upon his buying. He took the position that the trade would come to his store, and the thing necessary to make money was to buy goods to such advantage as to be able to resell at favorable figures, and still have a fair profit—a more than ordinarily good profit.

There is still a great deal in this. Buying is indeed important. No one who has done business during the past two years will doubt it. Yet more and more the need of aggressive salesmanship is making itself felt. Is it better to sell 200 articles at 25c profit, or 300 articles at 20c profit. If the overhead is the same the answer is easily found.

How Much Business is There?

It will be said by some—there are still merchants, and some of them successful merchants too, who take this view—that if one merchant stimulates business by unusual means, he is simply taking business from some other dealer. This idea, however, is for the most part an abandoned one now. The time when there was a hard and fast rule as to the number of suits of underwear, the number of shirts, neckties or even suits which a man or boy would wear is pretty well passed. To quite an extent the purchases which now will be made depend upon the opportunities given for making the purchases.

Yes, sales can unquestionably be stimulated, and the best thing about this is that the more stimulation is employed the more regular sales will increase. There is undoubtedly such a thing as "keeping up with the Joneses" and if Tom So-and-So adds one suit—rotating three instead of two—Bill, his office mate, will very quickly note the fact. He may start by thinking that Tom has a suit more than necessary, but he will almost certainly end by thinking he himself has a suit too few.

An Outside Campaign

Here we want to tell the story of a campaign to stimulate business carried on last Summer by Minaker & Co., of Cobourg. The exact plan followed by this firm may not be applicable everywhere. But there is certainly food for thought in the simple scheme. It may be that from its narration other schemes will be adopted to boom business during the coming dog days.

As most of us remember last Summer was pretty hot. The shady side of the house looked exceedingly inviting to most of us. When it wasn't necessary to go to town there was a strong tendency to stay away from town. And with the ladies of Cobourg there wasn't any great reason to visit the business street. The men of the town too did not want to linger on this street.

Business was quiet.

Now this state of affairs did not entirely appeal to Judson Kennedy of Minaker & Co. He talked the matter over with Mr. Minaker—who so recently has passed away

Continued on page 48

Neckwear to the Fore

An artistic tie trim, this, yet one in which other Spring lines, collars, handkerchiefs, gloves are prominently displayed also. In the illustration, the nice blending of colors is to some extent lost. However, the fine result secured by puffing out a tie in the collar—a tie similar to that knotted in the collar—is clearly shown. The arrangement of the cravat over the stick at the back is noteworthy. This is another of Stollery's units, arranged by A. Matthews.

A Summery Trim

Though white is the predominant shade in this trim—and properly so for a unit intended to draw attention to the coming of Summer—yet bright relief is given by the batwing ties, some of these being of the bright failles sure to be so strong this Summer. The gloves, too, while light, add a different shade as well as giving variety. Then the belt, also, serves to prevent too great sameness, while carrying out the general scheme of the trim.

With the one exception, perhaps, of the fixture upon which the upper shirt is shown, the units necessary to make this trim are exceedingly inexpensive. The display, moreover, does not require great space, and might be arranged in a small window, or on top of a clothing rack. The trim is by A. Matthews, of Stollery's, Toronto.

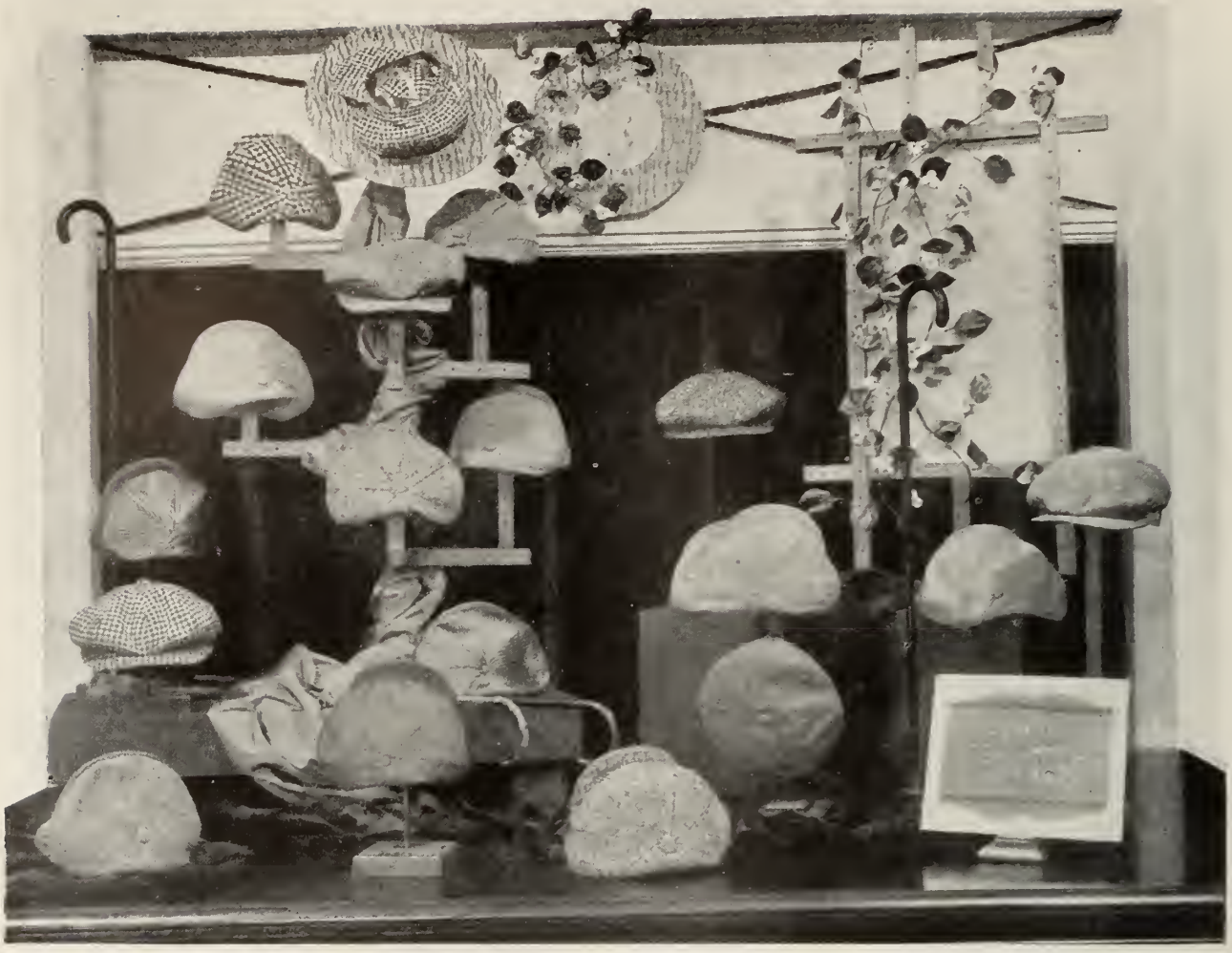
The Boy to the Fore

SPLENDID *windows make possible some fine trims by Begg & Company, Hamilton. Herewith are shown two boys' units, about which the designer, A. Clark, had a few things to say to* MEN'S WEAR REVIEW.

One unit, as will be noted, is devoted largely to check suits and reefers—the other to reefers and suits also, but with blue as the predominating color. The two trims, arranged side by side as they were, made a splendid effect, each adding to the attractiveness of the other.

The play in both trims was made on suits and reefers, but there also were used boys' hats, ties, collars, blouses, etc., to brighten up the trims, and to draw still more attention.

Direct results cannot always be traced to a window, of course, yet this trim brought direct inquiries, and doubtless did much to stimulate the general business in boys' lines. Certainly the business done by this department during March has been very large.



Caps for All

While a cap is an all the year seller, it is unquestionably the case that the demand goes up when automobiles are in greatest use. With the coming of April, therefore, when many cars which have been little run through the winter are being brought out, and when many people who are not fortunate enough to possess automobiles will be fortunate enough to receive invitations for a drive, a heavy call may be expected. Indeed, in the coming months the sale of caps can reach its peak—no pun intended—if good merchandising methods are adopted.

One of the best methods, unquestionably, will be to draw caps to the attention of the shoppers, and of the passers-by. And how better can this be done than by a window trim? We don't see a great many cap windows, but the illustration here given makes it entirely clear that such windows can be artistic, attention getters for the store as well as for the cap department.

A number of caps were shown in this trim recently made in a Hamilton store. Yet, there is no crowding, and the use of leaf decorations has also wisely been held to a minimum. Nothing detracts from the main purpose of the window, which is to draw attention to the caps.

If one must criticize there is certainly room left for this by the designer. The prices for which the caps are to be bought is not indicated. Had this information been given on the card at the right, the selling value of the trim would undoubtedly have been enhanced.

But overlooking this fault, there is no gainsaying that this is a splendid cap trim. Some such display in your store would be worth while in the coming month.

WINNING THE FRIENDSHIP OF THE BOY

Mechanical Toys Prove Attractive, and Boys are Welcome to Come Time After Time to Inspect, Even If They Cannot Buy—Knives Given Away—The Big Boy Presents Problems

THE two Mac's Store at Ottawa is not a store that specializes. That is to say that care is taken to keep a balance between the departments. It is a feeling of the store staff that specializing in one line bespeaks a laxity in some other line. Therefore, each department has its own head who is responsible for keeping that department up to normal.

Now, were it possible to suggest under such an arrangement that there was any preference shown to any department, the chances are that the boys' clothing department would get the vote.

Probably if one of the staff were spoken to regarding this tendency he would deny it, and state that they naturally enough went after the boys' trade if for no other reason than that the boys of to-day will be the men of to-morrow. Well, let it go at that. How does the firm go after the boys' trade?

There are a variety of answers that suggest themselves, but probably the most notable one, the one farthest removed from the usual, has been the introduction of the mechanical toy department. Toys? well not exactly, not in the usual conception of dolls and Noah's Ark, etc., mechanical toys that cannot fail to appeal to any red-blooded boy.

Introducing a Mechanical Toy Department

This department was introduced at a venture, more or less as a method of filling in the hiatus in the clothing trade that is bound to come in the days just about Christmas. This department was given some counter space that could be spared, owing to slowness in the boys' clothing trade. It was looked upon as an experiment for just about one day, after that it became a policy, for it very soon demonstrated the fact that it had the power to attract the boys, and they in their turn had the power to attract or coerce their mothers to visit the store. That in itself brought trade. But the idea behind the whole thing was to get the boys coming and to keep them coming. There it succeeded. They came to look and examine. This visit whetted their appetite for further visits. They came from day to day to gaze upon the magnificent models erected on the counters. Moreover, they were encouraged to come. They were made to feel that they were expected to be there. That it wasn't a matter of buying at all, that they were just wanted there to look on. They took advantage of this to the full. Probably there was a considerable degree of moral suasion at home, at any rate in a great many cases there was a stealthy visit later from the mother and father of the boy. You know how it is with father in cases like this. He dropped in with a "What do you want to buy things like that for him. Why don't you get something useful?" idea in his head, and started home with a parcel under his arm, and a fixed determination to get the boy to bed early so that he could look the thing over.

Well, there you have it. Here is the whole family at the store, for it is the surest thing in the world that a persistent boy can beat any medium existing as an advertising force.

Appealing to the Boy Direct

That's where the punch of this idea is. It is a direct appeal to the boy, to the boy instinct in the boy, and consequently it is an appeal that is sure of its audience. It is a fact to be remembered that the average boy grows up with a natural abhorence for a store, the result of many messages reluctantly undertaken. If a merchant wants a boys' trade he must make certain advances. Of course it is possible to advertise that you are the prize poodle as far as boys' clothing goes, but it's quite possible that the boy won't read your advertisement, so at best you have only convinced the parents, and the boy has still to be influenced.

That is the idea behind this mechanical toy department. To make a direct bid for the boys' trade. To get away from the usual custom of convincing everyone in the family except the boy, a system under which he was dragged to the store by his feminine relatives and clothed in sulky silence in something that his lady relatives thought looked "too dear for anything," and which he in his sulky heart considered looked like ———.

Earning the Friendship of the Boys

It is possible to bully a boy into about anything except friendship, that you have to earn. That is the big secret behind this simple plan. For be it understood there is no effort to turn the place into a toy store. The display is a comparatively limited one, but it is addressed directly to the boy, and moreover he is made to feel that it is intended for him, and even if his women relatives are benighted enough to drag him somewhere else to be garbed after the fashion of the late, but not at all lamented Little Lord Fauntleroy, he is at liberty to come and admire.

It is easier to make an apostle of a boy than many a wise man has known. But the surest thing in the world is, that you can't do it by pleasing his women folk.

The manager of this department epitomized this policy of this department by saying: "We always aim to please the boy." Of course he continued, we try to suit the mother, too, and probably the aunt and sister. But we try to get a slant on the boys' own preferences in some way, try to make sure of them and then try to convince the women folk that it is right. Even if we can't convince them, we try to sell them the suit anyway, for if you suit the boy he'll come back. If you suit the women folk, all three of them you have after all sold only one suit, for the chances are that the boy will not reappear.

Selling the Person Directly Interested

That's the gist of the thing, sell the person who is most directly interested in the sale. That system means not only a sale, but a customer. To do this, however, you have to get the probable customers about you. That's the value of this mechanical toy department, toys by the way that grow, that you can improve on from day to day, that have parts that are always in demand, and consequently always prove a drawing card. You have interested the boy and made the store a habit.

But while this is an unusual, and interesting and effective experiment, it is not the only thing of its kind undertaken by the store. The circular idea is not new, but it is unquestionably effective. There have been a hundred and one means of getting a circular list suggested, but the means adopted by this store seems likely to give the maximum amount of actual value. The list is taken from

the actual sales slips. There is always a name attached to a sale, and whenever anything of boys wear is sold, in no matter what department it may be, gloves, hosiery or such like, there is always a record taken. There is your list, and a live one for the boy or someone connected with him has already been a customer of the store, and there is no tedious introduction necessary. Yet from this source the store gets a mailing list for boys alone of over 2,000 names. You can well imagine that among that list of names, already, be it remembered, interested in the store, there is a very fair percentage of prospects.

There is still another method adopted to get the boys friendship. Every boy who purchases a suit or its equivalent, get a pocket knife. Quite a handsome affair. A gift such as this makes the boy a perfect whirlwind advertiser, at least until the first novelty has worn off.

A Kindly Thought for the Hobble-de-Hoy.

All this is about the younger boys. What about the betwixt and between size? Well, the store has had its eye upon him too. Perhaps you remember when you were just at that stage. When you needed a new suit a smiling salesman deftly measured you about the chest. Pride led you to puff that chest out for every inch of expansion there was in it, moreover, a good healthy boy is inclined to run to chest measurement faster than he is to height; the result was naturally enough when the salesman sang out pleasantly 36, you had a feeling that you were a real man.

A 36 size suit was brought out. Unquestionably it didn't fit badly about the chest, at least not while you kept the chest puffed out, but for the rest—well, after all, there can be only one result when you put a five-foot-two boy into a five-foot-eight suit. There was no particular connection between them anywhere but at the shoulders. Of course there was an absurdly simply remedy for all this. Dock about six inches off the trousers and there you have a five-foot-two suit. Why, the middle-sized boy hadn't a chance in the world to look like anything but a misfit man.

The Two Macs store had a feeling that here was an opening, and they drummed away at this idea, finally getting suits that conformed not only to the chest measurement, but to the actual framework of the boy. In this way a certain trade was catered to—the best trade there is for the men's wear dealer, for it is the trade of the what we might call male flapper, who in a year or so will be earning some money and be eager to outshine the lilies of the field in gorgeousness.

This is only one phase of the activities of a large store, but it is one that we have singled out to emphasize, because, while many merchants are doing great things with it, yet it is a practically untouched field for many others. Perhaps these random remarks will suggest some opportunity for some readers who are of the latter class.

MONTREAL CLOTHING STRIKE ENDS

Monday, 12th March, Saw Return of Workers to Factories Which are Now Running Overtime to Fill Spring Orders—Manufacturers' Association President Thanks Retail Merchants of Canada for Their Forbearance

IT is with pleasure that we are able to announce that the unfortunate and regrettable strike which tied up the clothing industry in Montreal for the past two months, is now at an end.

The operatives have returned to work, starting on Monday, 12th March—and the factories are now working overtime to catch up with the delayed Spring deliveries. An amicable arrangement has been arrived at between employers and employees, whereby the workers have resumed their former positions.

A committee of five members—two chosen by the employees, two by the employers, and a fifth by the four first chosen—thus representative of both sides, has been appointed for the purpose of studying the opposing views, with a view to arriving at a solution which will prevent any recurrence of differences of opinion in the future.

The experience which those principally interested in the dispute have had by the loss of employment will no doubt have the effect of making for more thorough consideration in the future before precipitate action is taken. Apart from this a number of the manufacturers, in order to supply their widespread trade, have established branches in the neighboring towns around Montreal. Production in these factories will speedily make up for lost time in the manufacture of clothing which occurred during the strike, and the existence of these new establishments will tend to prevent any recurrence of the former difficulties. The increased production of these factories will also have the good effect of increasing business in and about Montreal in this important industry.

Mr. Lyon Cohen, President of the Clothing Manufacturers' Association, in discussing the conclusion of the dispute, expressed his pleasure at the solution of the trouble which was arrived at through the kindness of friendly mediators when the strike had been in progress some eight weeks. Mr. Cohen stated that the members of the Clothing Manufacturers' Association are always prepared to give a fair and square deal to their employees, and that the Association has also insisted upon the establishment of proper sanitary conditions in the factories of their members. Anything in the nature of sweat shop conditions would not be for a moment tolerated.

Mr. Cohen further expressed his deep appreciation of the manner in which the retail clothing merchants throughout the country have borne the inconvenience occasioned through the strike, and for their satisfaction and reassurance now he stated that work has been resumed with such energy that there will be very little delay after all in getting out Spring orders, as most of the manufacturers had their work well in hand at the time the strike began.

INCORRECT ADDRESS GIVEN

IN presenting in this article illustrations of the newly March issue we regret to state that a mistake occurred, whereby, under the headings of Overalls and Working Shirts, The Fast Mail Overall Company Limited name appeared with the address given incorrectly. The address of this firm, is, of course, 71 Sandwich St. W., Windsor, Ont.

INCORPORATIONS

Gordon McPherson, Limited, has been incorporated at Stratford with a capital of $40,000. The company will carry on a men's furnishing and haberdashery business.

MEN'S WEAR STORE BALL TEAM MAKES FOR GOOD BUSINESS

How the Name of "Livinson's" Montreal, is Kept Well to the Front in the Midst of the Men Who are Good Sports, Good Spenders and Good Recommenders—Outlay is Small as Compared With Business Results Obtained, and Good Healthy Advertisement Resulting

ADDING to the prestige of a men's wear store by appeal to the instinct for sport which is in every man may be made profitable and successful business. In modern accounting the expenses incidental to this form of business building would be set down to Advertising Account. There is in Montreal a thriving dealer in men's wear who makes a specialty of encouraging all forms of sport which attract and interest young men. His name is widely known in athletic circles. He invests time and money upon the profitable hobby of interesting and aiding young men in the pursuit of their favorite games. The result of his investment is a steady throng of young men customers, for the name of his store is almost continually heard in all centres where athletic circles meet and sporting talk runs free. The name of his store is Livinson's. The address, 23 St. Catherine Street, Montreal. There are two brothers in the business, and they make a good strong team.

Here's a ball team which plays the game for its own sake, and incidentally does good publicity work for its promoter Mr. D. Livinson, men's wear dealer, Montreal, who stands on the left hand side of the picture.

A "Livinson" Ball Team

Both young men and keenly interested in sport, the Livinson's are members of many athletic clubs in their district, and the firm's name is down for subscriptions to all enterprises undertaken in the interests of sport. But the most emphatic move made in this direction was when Dave Livinson instituted and equipped "Livinson's" ball team, a very creditable aggregation of young men with some first rate talent at their disposal in baseball. A picture of the team is here given and the prominence of the name Livinson's is easily noted. That name is just as strongly advertised by word of mouth as it is by the lettering on the boys' sweaters. The whole realm of sport in Montreal has heard of it, and favorably. As advertising it is most intimate and most personally persuasive. Some form of recommendation based on experience of the store usually follows the mention of the name in any gathering of the boys. The prowess of the team on the diamond is an indirect compliment to Livinson's the men's wear store, and much desirable business has steadily resulted from Mr. Livinson's outlay in connection with this ball team.

What the Team Costs

"It costs me only from $75 to $100 a year to run the team," said Mr. Livinson. "I supply the outfit all except the balls. The bats don't have to be renewed every year, and the boys very willingly pay for the balls used. They play every season from May till August in public grounds which cost us nothing, and when the big events are pulled off with the teams of the local Y.M.H.A., which is very strong here, we get a crowd of from six to seven hundred all eager 'fans.' The team is entered on Spalding's schedule, and we have no difficulty in arranging a series of fixtures. We have sent the team up to Ottawa on occasions, and good live baseball is pulled off whenever they play.

Bulletins at Store

Mr. Livinson called attention to two neat brass bulletin frames fixed to the window frames of his store just at the entrance. At the time these frames were used to announce ties and a special sale of men's garters. But in the baseball season they contain bulletins of the matches, and the result is a steady throng of boys about Livinson's store.

The colors of the ball-team are Olive Green, Old Gold, and Maroon with the name "LIVINSON'S" in green letters across the front as illustrated. These letters are obtained in the usual way, worked on a white ground which can be afterwards cut away when the lettering is attached to the sweater or shirt. Mr. Livinson goes in strongly for the use of the ball team's colors when dressing his windows every once in a while, and gives green great prominence as a rule, even using green lights. At times when excitement is running high over a match the store is a centre of attraction, and good steady business has always resulted in Mr. Livinson's experience from this attention given to sport.

Livinson's also take an interest in ice hockey and in football during the seasons for these, and the boys form teams with the team name and pull off matches on regular schedule as in the case of the baseball.

"I get a whole lot of newspaper publicity through this,"

said Mr. Livinson, "which costs me absolutely nothing, and which is as good as the best advertising amongst the young men who know what Livinson's means in the matter of men's wear."

Sleigh Ride and Dance

"Always during the Winter we have a sleigh ride and dance for the ball team and hockey and football teams," added Mr. Livinson, "and these social events bring a lot of good fellowship which goes well with the spirit of good business. When you get the boys interested in the ladies and a good time at dance or other social function, it means business in men's wear as everyone can readily understand. But there is much kindly good-will and pleasantness in the whole matter as well as good business. The boys of the ball team have won neat watch fob trophies by their play, and last Winter the teams complimented me with a handsome present at our dance. It is a good hobby for a man in the men's wear business to take an active interest in sport, it enlivens him, and keeps his business in good, live, wholesome favor with the young men about town who are good spenders and good recommenders."

A "SKINNER'S DRESS SUIT" WINDOW

The House of Hobberlin, Toronto, Take Advantage of Opportunity Offered by Showing of Remarkable Film Story Next Door—What Can You Do in Your Locality?

"IT may sound like a far-fetched assertion to say that a motion picture has probably promoted the sales of more evening suits than any other one single agency that can be cited, yet this credit is apparently justly due to "Skinner's Dress Suits."

So says a United States correspondent.

In view of this statement it is interesting to see what advantage will be taken from the display of this film throughout Canada.

The Story Itself

You know the idea of the picture, based on the story?

It was the rapid advancement of a young business man when, through the ambition of his wife, he was induced to buy and wear his first evening suit, and later appeared well dressed and well groomed among his fellow-citizens of a suburb of Greater New York, where he appeared to have acquired strength of character by reason of being well garbed. He quickly realized the advantage of good clothes, and the story then unfolds rapidly his rise in the world, his destruction of the fear of poverty and his final, complete triumph in a big business deal, which gained for him a partnership in the firm for which he had formerly worked. Unerringly he traced each success and the crowning achievement to the purchase of his first evening suit.

A little far-fetched, perhaps, yet there is a great truth in the story. Being well dressed — fittingly dressed—does give poise which is a remarkable aid to success. The story has had a big influence already. It is so vital that one large clothing firm thought it worth buying a copy for each of its agents—this to the end that they might all get the idea—they and their assistants.

Sales Helped Indirectly

Now the film is being shown in Canada. It made its first stand in Toronto, in the Strand Theatre, and the illustration here given indicates the manner in which Hobberlins hitched their store up to the picture.

Of course this is no great time for dress suit sales. With such contributions for overseas as Canada has made the wearers of dress suits are naturally greatly reduced.

Continued on next page.

The window unit in which "Skinner's Dress Suit" was shown.

NEIGHBOUR MERCHANTS HAVE MOVING PROBLEM

Discontinue Doing Business Under Same Roof—One Merchant Will Not Hand Over His Lease to the Other, Fearing He would Hand Over a Part of His Business Connection With It—The Point Raised by the Window

EVERY merchant appreciates, in a measure at least, the value of a stand. The worth of a window is also understood. As bearing upon these two points, however, the following story will be of interest. No names are mentioned, for obvious reasons, but the details are practically exact.

Two merchants had for some time been doing business under the one roof. Their arrangement had called for a division of the rent, but Merchant A had leased the store, and to Merchant B he sub-let a part of the floor space. This sub-lease also provided for the regular use of one of the stores windows by Merchant B.

Move Decided On

Now, as far as is known, the arrangement worked splendidly. Certain it is that a fine business was done by both firms, and, since the lines handled were allied, but not competitive, it is probable that each store gained somewhat from its close association with the other. However, even when things are going pleasantly, a change may sometime be desirable, and in this case Merchant B became possessed of the idea that he might do a still bigger, and more profitable business, if he located in a different stand, where he could have more room, and where his window space for display would be larger. He looked around, found what seemed to be the right position, and arranged to move.

Of course this decision was not reached in a moment, and undoubtedly word of the coming change reached the ears of Merchant A. From what we understand he appreciated the position of Merchant B—saw that perhaps a move would be in the interests of that dealer. Moreover, Merchant A was perhaps a little glad that he was to have the store all to himself. He felt that he might well add such a line as had been carried by Merchant B. Therefore, he went to the man who had for so long been his so-close neighbour, and said something like this:

Offered Release From Lease

"You'll be moving out in March, but the lease on your part of the store doesn't expire until the first of June. I'll be glad to release you from that lease."

On the surface the offer would appear a generous one. But it was not accepted, and from what is understood, the reasons for its non-acceptance are about as follows:

Reasons For Refusal

Said Merchant B to himself: "Now I've been doing business in that stand for a number of years. Many people have become accustomed to coming there for what they wanted in the line of apparel I specialize in. I want to carry their trade with me to my new stand. I think I can carry most of this trade, too, and believe I can attract much new trade, but there is no use making this harder than necessary. Now, if I give up my lease of the part of this store in which I have been doing business for so long, Merchant A, who has also been doing business under that roof, may add a line similar to that which I have been carrying. He probably would. I wouldn't blame him for so doing. But by adding this he would be in the position to serve the trade which has been entering that door for the great purpose of buying the line I carried. Why, if he added such a line, some of them would hardly realize that I had moved. No, I won't give up my lease. I'll keep paying rent for the remaining three months it has to run. That means a goodly outlay, but it will mean that for three months I will be able to keep the part of that store which I have occupied, vacant, and will be able to more thoroughly establish the fact that I have moved to a new and larger stand."

So merchant B decided, and so Merchant A had to wait three months before being able to add this new line.

But there is still more to the story.

As has been indicated, Merchant B rented from Merchant A, as well as a certain specified amount of floor space, one window. Now this was rented on the one hand, and given on the other, upon the general understanding that it should be used to play up goods handled by Merchant B—goods, the display of which would not in any way do harm to the business of Merchant A.

But when the change came about in the position of these two merchants, some points of importance arose regarding that window—"nice points" lawyers would call them, meaning knotty points.

Merchant B, who had just moved, put in his window space, a notice announcing this move. To this Merchant A took exception, contending that this notice of a move left in the minds of passers-by the impression that his business —the business of Merchant A—was also moving. Was it proper for Merchant B to insert such a notice of removal? Perhaps, as we have suggested, there was a legal side to the matter, but of that MEN'S WEAR REVIEW is not certain. Neither are we certain as to the outcome of this discussion. It is said that Merchant A paid Merchant B a goodly sum in order to have that offending removal sign taken from the window. Anyway, the sign was removed.

Such is the story—true as here set down at least as regards essential details. It clearly indicates the value set upon a position, the value of continuous occupation, the value of a window. It may raise some points worthy of careful consideration by those who are contemplating a change of business location. There is undoubtedly more to a business move than merely transferring the stock.

SKINNER'S DRESS SUIT WINDOW

Continued from page 44

Still, this Toronto firm believe the "Skinner's Dress Suit" trim helped their business. It drew a lot of attention to the store—brought a great deal of favorable comment. It did not stimulate sales of dress suits, but it had something to do with bringing splendid regular business.

Ask for the Film

If the film comes to your locality, friend reader, it might be well to connect your store in some way with the story. And it might be wise, by the way, to do what you can to have that film shown before your customers and prospective customers. The point it makes will help you in increasing your business; will help you sell better clothing; will help you dispose of that extra suit to a man who already has, in his opinion, enough suits—meaning two, one to wear and one to have pressed.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN.

VOL. 7. APRIL, 1917 No. 4

A BAR converted into a men's wear store—this is one war-time turn.

* * *

IN THE States they are now making corsets for rotund males. Who said, "Nobody loves a fat man?"

* * *

THE gospel of good dress is no mean gospel. "As a man thinketh in his heart, so is he," said the greatest of all, and the thoughts of a man are assuredly influenced by his clothes.

* * *

"SKINNER'S DRESS SUIT," that bright story which recently appeared in the *Saturday Evening Post,* and which told of the poise, the self belief, the success, which Skinner gained as a result of being fittingly attired, has now been made into a Movie by the Essanay people. That story has proved a splendid clothing salesman, and undoubtedly so will the pictures. Readers would benefit by arranging to have the film shown in their town.

THE IMPOSSIBLE PRICE

"PEOPLE have been accustomed to buy odd pants, at such and such a figure. If the price goes above that they won't buy."

"Such and such a sum is the price of a pair of overalls. Putting the price above that means no sales."

So, most of us have spoken. So we have regarded not only these lines, but others.

And had the great rise in price taken place in one line only we would have been correct. Then, had overalls advanced greatly, it would have been possible to buy odd pants, perhaps, to better advantage. But with all lines advancing pretty well in the same proportion what is the consumer to do? He shies, say, at the higher quotation on overalls. He looks at odd trousers, and there he encounters a similar advance.

If we are all to keep going there really isn't any way out. When cloth, thread, labor, all cost more. When travelers cost more, and can do less by reason of the curtailed railway service, the manufacturer must advance his prices.

When the manufacturer advances his prices, only one thing remains for the retailer. He must advance his.

And the consumer? Well the consumer must pay. Probably he is one of those who are getting higher wages from some manufacturer, so the wheel has swung around. Any way the consumer must pay—though he should not be asked to pay more than necessary—neither, in the case of wearing apparel, is he.

DESERTING REGULAR CUSTOMERS FOR M. O. HOUSES

A PECULIAR form of temptation has been set in the path of many manufacturers and jobbers in Canada during the past two years as a result of the universal scarcity of goods in many lines by the cutting off of European supplies. The Mail Order houses and the big department store buyers have been given carte blanche to stock up in the staple lines with little limit on the cost. They had to have the goods for their regular trade and an extra amount for the increase in trade that was inevitable through the curtailed stocks in the smaller stores throughout the country. These "big" buyers swooped down upon many mills and wholesalers who had never received an order from them before, and who thought the new step was a move that would guarantee them steady orders in future from these houses. Many were flattered at the new-found discrimination displayed by the department stores, and could not fill the "test" order too quickly.

This evidence of "friendliness" on the part of these big buying houses has been in evidence ever since. Not that the first order was repeated, or ever will be. Having cleaned out the first firm the buyer proceeded after any other that might accommodate him. And often the manufacturer "fell" for it. In the months that followed, his regular customers, having felt that he would protect their interests, came to him for goods,—his "cupboard was bare." The manufacturer had the pleasure,—and feeling of pride it may be,—with the one or two large orders that may never come back from the same M. O. houses, and his regular customers, on whom he must depend for the bulk of his business in future, went away disappointed and "sore." And rightly so.

We would like to urge on those manufacturers and wholesalers who have succumbed to this rather subtle temptation that on two accounts it is unwise to be lured in this way. They owe it to the merchants who stood by them when the bigger houses bought elsewhere, to protect these smaller merchants, and, apart from the moral obligation, it will be to their permanent interest to hold stocks for their old customers. In the mind of many a merchant in Canada there is a "blacklist" stowed away, comprising the names of those supply houses who failed them in the hour of need. And all the "jollying" that has been attempted in some cases will not avail them in the after days when the tide will have changed and they will have to go after the buyer. Where he was "short" on stocks he will be "long" on memory.

PROBLEMS CONFRONTING AMBITIOUS CLERKS

How are They to Secure Advancement?—Their Aims Outlined — A Word on Getting Started in Business—Schemes Which Offer the Clerk a Big Future Without Necessitating His Leaving the Store—The Bonus System—The System of Letting him Manage a Part of the Store, Taking a Percentage of the Net Profits

THE problem of the clerk is a mighty big problem—big from the standpoint of the Merchant, from the standpoint of the manufacturer whose goods the merchant carries or could carry; big especially from the standpoint of the clerk himself.

What is going to happen to the men's wear clerks? Where will they be, what will they be doing, five years hence? It is a question which deserves a little discussion here. We don't expect to settle anything definitely, but as a result of conversations with dealers, clerks and manufacturers—conversations which have given us the points of view of these men to a fairly full extent—we do hope to be able to set down some phases of this problem in a way which will cause all to think the matter over more carefully, and perhaps in many cases to work out something by way of solution.

Aims Similar

To begin with it is necessary to remember that Clerk, Merchant, Wholesaler and Manufacturer, primarily are working to achieve one end—the advancement of number one. Oh yes, the worth-while men in every class are eager to help the others. But each is primarily interested in himself. It would seem, then, that what is needed is an arrangement, whereby each helps the other while helping himself. How can this be achieved?

Well, we are looking at this largely from the clerk's standpoint, though bearing the others' points of view in mind. Now the ambitious clerk, for the most part, at present aspires to become one of two things, a dealer himself, or a traveler for some wholesale or manufacturing house, gaining thus opportunities for further advancement.

Are such aspirations all that can be held? They are all right as far as they go, for they tend to advance the interests of all, which, as has been stated, is the thing most desirable. The clerk who aims to become a traveler for some line, say clothing, is a keen student of clothing. He knows the only way he can get a start is to convince some head traveler—or some head of a clothing house, for, of course, heads of clothing houses are frequently on the road themselves in these days of intelligent merchandising—that he has a knowledge of clothing, of the merchants clothing problems, and of selling methods, which would make him fit material for the manufacturers selling force. So he works overtime selling clothing, and he helps build up a big business, for the man with whom he works. He helps the manufacturer secure a good turnover in that town—helps the manufacturer introduce his goods to the clothing buyers of that town or city.

Ambitious Clerk Best for Dealer

Then the clerk who has the idea of starting in business for himself is always a mighty good man for any dealer to have around. He is the keen student of goods. He is the one who talks with the travelers, whenever he gets the opportunity. He is the one who reads the trade papers. He is the one who suggests purchases of new lines to his superior—who advances selling ideas, who works out advertising schemes and window displays. It is true he may be looking out for his chance, but he'll give the best service to a merchant while he is with him.

How does such a clerk get started as a dealer?

An interesting subject this, one upon which much could be written for many are the ideas advanced, and various are the true experiences which could be quoted. Here, however, this can only be dealt with hurriedly, and in a general way it may be said the clerk either has to get the money, or get the backer. If he has a little money, and a backer, he is in a pretty satisfactory position providing he keeps his head, and starts reasonably. Many a clerk has tried to pay $300 a month rent when starting on a $2,000 capital. Many a clerk has consequently failed.

Where is a clerk to get the money? Well a good plan is to start saving out of salary. The results will be slow, but with each succeeding year they become faster. Perhaps outside work can be undertaken—giving lessons in card writing or some such scheme. This question of getting the money, however, is one for each person to settle individually.

Securing a Backer

As to securing the backer, the old and tried method is to keep in close touch with the worth-while travelers—the travelers who are not merely salesmen, but who are their firms' advisers as to credits, as to promising fields, and promising men. Keeping in touch with such travelers means that a clerk will hear of good opportunities opening up, and it means that he will have a friend at court if, some day, he goes to the manufacturer, and asks his backing to start in some place.

This practice of manufacturers and wholesalers getting behind a dealer was more common some years ago than it is at the present time. But it is still done, and the right man—that is the man with the necessary character, knowledge, and a little money,—can unquestionably get much backing if he goes about it in the right way.

A Case in Point

We know of one man, who, years ago, bought in a $10,000 stock. He got the $5,600 necessary as a cash payment from a big clothing house. Since then this man has moved from the town in which he made his start. He has now been eight years in another town. He is rated at $10,000, credit good, doesn't have to buy from any one firm, but is still buying largely from the firm which gave him his chance. He says he buys their clothes because these are as honest and fair as the treatment he received from the concern.

Other cases might be quoted, and yet, and yet? Is it wise for men to become dealers on a shoe string,

the shoe string so often becomes the noose with which they hang themselves.

There are other ways of getting along for the clerk to consider, and, of course, for the dealer and the wholesaler and manufacturers to consider as well. First, there is the bonus plan—and then the scheme, which is suitable for large stores, of enabling a clerk to be in reality a dealer for himself as well as for some one else—a development of the profit sharing plan this.

Bonusing is sometimes objected to because, as applied, it may make a scramble for customers. The bonus is given upon volume of sales. The clerk, therefore, is naturally anxious to sell all he possibly can. But wiser merchants are giving bonuses not upon each clerk's sales, but upon the store's sales, or the sales in the department to which the clerk is limited. The percentage given, as a bonus, is, of course, smaller, but the clerk gets this percentage on his own sales, and on those of his fellows. Thus, he does not rush to take a customer from another. The advancements of the total sales is his aim. It is a case of all for each, and each for all.

The advancement of this plan, which makes a clerk, or department manager, practically a dealer doing business within someone else's store, is one which offers much to the young men in the men's wear business, and which, too, means a great deal for merchants. It works out, of course, something after this fashion.

How It Works Out

A man has a large store. He wants to have a general supervision over it and that is all. He wants to unload the details. So, he says to a man who perhaps has been in his clothing department for some years, and whose ability he knows: "You take over this clothing department, and manage it practically as though it were your own store. You will have say $3,000 to invest in stock. You'll pay me interest on that sum at 7 per cent.. You'll pay me $50.00 a month rent for the space you use. You'll have one window all the time, and will pay an additional sum for that—what this sum should be would depend altogether on the locality of the store, but with it charged as a separate item, the rent of the store floor can be approximated. You'll do the buying, only consulting me on big matters, such as changing the firms from whom you buy. You'll look after your assistants, and their salaries will be charged against your department. Then you'll be entitled, not only to your salary, but to a substantial slice of the profits made. In short, you'll have a chance to use all the knowledge and ingenuity which you possess. You'll help yourself and help me.

It is true that this system is only possible in fairly large stores. It, however, offers a chance to clerks. It gives them a way up, without taking the risk of starting in business for themselves, when inadequately equipped in some particular.

Solves Help Problem

The system unquestionably helps the dealer who adopts it. His store becomes a Mecca for ambitious clerks who want to get in line for this chance. So, in a degree do the stores where a percentage is paid on sales, in addition to salary.

As said at the start, this article does not attempt to solve the problem of the clerk. It has, however, aimed to set forth his point of view, and to correlate with that of dealer and manufacturer. It has attempted to set forth some of the dangers of too hurriedly starting in business, and to indicate how the dealers can offset this tendency, which unquestionably makes their work harder and loses them some trade. The viewpoints are not MEN'S WEAR REVIEW'S. We are here, as so often, merely acting as a clearing house for the opinions of others. There is food, here, we believe, for thought—for thinking to a conclusion.

HOW A COBOURG STORE STIMULATED SUMMER BUSINESS

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after a life time spent in the men's wear trade. Mr. Kennedy stated his belief that there was business to be secured, and that hot weather or not, apparel of one sort or another was required.

Mohammed Goes After the Mountain

The mountain in the shape of buyers would not come to the store in any great numbers, so Mohammed, in the modern form of Mr. Kennedy, determined to make a round trip of the various mountains, whose trade was missing. He started out one afternoon with some samples of men's and women's hosiery, and the results were so good that the practice was kept up most of the Summer.

To give an idea of the results of this selling campaign we had better quote some figures as Mr. Kennedy mentioned them to a MEN'S WEAR REVIEW representative. One afternoon he sold $27.00 of hosiery and kindred lines. In three weeks the hosiery sales, coming directly from this method, totalled $250.00.

But there were other features worth noting. The store was advertised, and business for other departments than hosiery was secured. For instance one lady, when speaking with Mr. Kennedy, said: "No, I don't want any hosiery, but Willie there," pointing to her 12-year-old son, "needs a suit." Willie had his suit next day.

Always Well Received

Though feeling that he should go out after business, Mr. Kennedy did not entirely like the idea of doing this. He felt decidedly hesitant about it, in fact, wondering what his reception would be. After spending some time at this work, however, this feeling of diffidence entirely passed away. People were glad to have the store's goods brought to their attention. Of course we may imagine, though this Mr. Kennedy does not say, that a great deal of tact was employed in presenting the goods. That, of course, would be absolutely necessary in order to achieve the splendid results.

Far from objecting to the presentation of the goods, many expressed pleasure at the selling methods adopted. One customer, for instance, said: "If your prices weren't any better than others, I'd buy from you. You're out after business because business is quiet and does not come to you. I figure the same methods must mean that you can on the whole give the right goods, at the right price, and give also the right service."

Briefly, such was the experience of this firm. Mr. Kennedy, though working outside only from 2 o'clock until 5.30 o'clock, was enabled to get these splendid direct results and to do a lot of advertising for the store at the same time.

The moral is so obvious that little need be said about it. MEN'S WEAR REVIEW knows that what is a splendid scheme in one place may be out of place in another locality. Yet, as has been said, this is becomining more and more an age of outside salesmanship. No goods are so good that they do not require selling. It is true that Emerson wrote something to the effect that if a man wrote a better book, preached a better sermon, or made a better mouse trap, the world would wear a path to his door, though he lived in the centre of a dense wood. But facts don't exactly bear out the clever remark. Automobiles give real service, and are in real demand, but they are sold aggressively. No one, hardly, doubts the value of insurance, yet insurance sales are secured by hard driving canvasses. Incidentally we don't note any deep paths being worn to the book stores by those eager to place their orders for Emerson's works—and this in face of the fact that Emerson wrote much which rings truer than the above quoted remark.

WHAT IS BEING SHOWN IN MONTREAL

MEN'S WEAR WINDOWS and show rooms in Montreal, during the days of waning Winter and warm winds of Spring's approach, have become attractive and interesting in manner more than ever bargain sale could make them. There have been attractive bargain sales too, nearly every store having done something special, and successful in the way of moving Winter goods rapidly across the counters. J. J. Hannan's on Peel street featured a big inventory sale which brought forth a bounteous display of that firm's many excellent imported lines, and attractions of Canadian character. Another store, Scott Bros., on St. Catherine street, exhibited a special Pyjama Sale, regular $2.50 and $3.00 pyjamas selling at $1.65 or three for $4.75, attractive prices for attractive goods. There were in various dainty shades of buff, blue, pink and saffron colored flannelette, flannel, and cotton weaves of the light Summer weights, patterned prettily in small designs. A goodly range was offered suiting all tastes, and all high class goods. Besides this very special pyjama show there was in Scott Bros.' window a fine display of new silk foulard ties, with remarkable and quite fascinating "wiggly" patterns carried out in blues, yellows, buffs, browns, violets, greens, greys, whites, and black. The green ties shown were flowered daintily at St. Patrick's Day. Spring suits in the newest styles, overcoats, caps, and two white silk scarves of exceptional purity and richness of weave occupied another window, the association of the scarves and the stronger material of the suits and overcoats being effective.

Wearin' of the Green.

Reid's Ltd., on St. Catherine St. and Bleury, showed an out and out 'Irish' window for St. Patrick's Day getting into the game early and effectively with many fancy ties adorned with tiny green harps, 'dudeen's', hats, and shamrocks. Winter sweaters lingered in this store's display as they did at reduced prices in the sporting goods dealer's stores. Some neat lines of English caps were shown also.

Pyjamas in light tints showed prominently in Brennan's and here ties in black and white effects were shown at 50 cents, also some more expensive ties in delicate greys which are noticeable rather frequently now in Montreal men's wear stores. Colored ties, however showed up also, some in violet and black, and some with a vivid red stripe on a blue ground. A display of shaggy English tweed caps in dark green shades was well placed low in the window.

Regarding the tendencies in ties D. Livinson of St. Catherine St. West, centrally located in the heart of a populous district of Montreal, found that there is still a certain reluctance on the part of purchasers to go in for the very vivid in ties. He displayed various lines of vividly colored ties, but showed also a strong line of the quiter toned neckwear, the greys and neat black and neatly flowered effects before mentioned, also dark solid colors which are going very well. There appears to be a future for Japanese designs, and novelty crepes this season according to Mr. Livinson, and a little selling point he discovered by experiment lately is that though some men's wear stores rather avoid displaying braces, the mere showing of neat lines of these within the precincts of the store leads to direct business from dozens of customers who never seem to think they need new suspenders until they see them. Neckwear in the new season's styles was being shown in Livinson's windows at 75 cents a tie, the new popular price for a first rate article.

Clothing Displays

Leaving neckwear for a time and looking at the Spring displays of suits and overcoats, the prospective customer must have found Saxe & Sons' store on St. Catherine St., uptown, with its deep glass-lined entrance, extremely interesting. Here were being shown in fine assortment overcoats, light and dark grey at $18 to $20 in the newest Spring styles. One very neat overcoat in a light grey "Donegal" tweed was priced at $15 and occupied a front place in the window. This was a slip-on coat with three-button single-breasted effect. The buttons were brown-centred with a black circle. The material had a subtle suggestion of yellow in it, visible only in certain lights, and was in the main a pure refreshing grey.

To follow up the showings of light grey Spring overcoats on St. Catherine street, Montreal, this month was interesting for a choice little selection of such garments was available. The one in Saxe & Sons was as described, and had a half turn back cuff with a button. Other light grey slip-ons did not show this feature, but a neat one in Fit Reform's retail store at 444 St. Catherine St. W. did, and is technically described as a Slip On overcoat, deep arm holes, loose box back, split sleeves and cuffs, patch pockets and flaps, button through. The buttons, by the way show a tiny speck of white in the centre.

Slip-on Coats Shown

Fashion Craft, not far away on the other side of the street showed a light grey overcoat of the slip on style in a warm shade of grey, with a mottled button. This coat was shown, dressed on a form and with a particularly daring tie in broad black and old gold stripes in proper position, the white collar showing well and the whole effect striking. A warm sock in cashmere—dark grey accompanied the display, the suggestion being apt for cold Spring days, and very purse tempting.

Riley Hearn, in R. J. Tooke, Ltd.'s store had on display a light grey Spring slip-on overcoat with plain dark buttons (the variation in buttons being quite noticeable in all the showings of light grey overcoats). Riley Hearn showed pinchback overcoats but not any preponderance of them. His slip-ons are built very racily yet with reserve. One of the darkest greys of the Spring style slip-ons was shown by Case in the window over which the writer "waxed poetical" last month. This dark grey slip-on was one of those richly conservative overcoats of the Case store range, quiet and dignified in every line yet up to the minute in style as may be imagined.

Reverting to cravats, Case was showing London silk cravats in various charming grey designs on black, at $1.00, and with some neat Spring suits in the windows showed also several shepherd's plaid and black and white check English caps. The more brilliant ties of the season are not far to the front as a rule in Case's window displays so far, but a color window may occur here later on. It would seem, however, that customers are going easy as regards the violent color effects in cravats until the sunshine is a little stronger.

The Coin Spot Popular

Fashion Craft's windows showed dark ties with large 'coin-spots' in various strong, bright colors. Some very delicate "Dresden" effects were visible in cravats also in a special showing. The ground in these cases was slate blue and slate grey. One or two neat knitted silk ties in strong color contrasts also appeared here. Two pairs of fine socks shown are worth mention. They were in dark silk with a fiery underglow through the weave of red and orange in each case. These should prove attractive socks subdued in color, yet with enough color to satisfy the purchaser tired

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SPRING DAYS ARE JUST AROUND THE CORNER

Preparations for Their Reception—Even the Park Elephant is Being Scoured—The Time of Spring Clothes Draws Near

THERE is a drenching wind-blown look about the streets, there is a tendency to make frenzied grabs for one's hat, as the wind rushes playfully from an unexpected corner. There is a general feeling too that one is a dun-colored mortal and that reforms are in order in this direction.

All this is a sign that Spring is in the air. Early Spring be it remembered, not quite yet the days when one longs for the open. One glimpse into the sodden muckiness of Central Park would cure one of that. Still the Park attendants are beginning to house-clean the elephants and camels, and the foolish first robin has probably died peacefully of pneumonia, and the days are getting on.

There was a good old English poet who poetized about the effect of Spring on a young man's fancy. He got away with the idea too because it rhymed. We have a hunch, however, that the young man's fancy sometimes strays away to more mundane things, such as the cut of a new coat, for instance, or a talkative thing in shirts.

All this innocent babbling is by the way of being a preface to the thought that Spring, real Spring is just around the corner, and that the Winter of our discontent is as dead as a salt Norwegian herring.

Yes, Spring is the great time. Winter! O, we make the best of it, we decorate ourselves as best we may, but it is not until the first dandelion begins to catch the eye that we really ponder seriously the matter of clothes. Spring and Summer, they are the gay months, for the remainder of the year we might as well be Esquimaux.

Just take a look about you as you amble up and down the Avenue there are a thousand things in the way of apparel to catch the eye, bright cheerful things, too, that would make Solomon in all his glory look like a belated English sparrow. For there is a feeling for color this year, yes, more than ever, friends. You will be pardoned if you stray a little into the realms of brighter things. Your tailor will look with favor on your choice in suiting that would have cut him to the heart only a few short months ago.

In the matter of the style of cloth, there is some change from former years also. Of course there is a vast array to choose from, but the tendency is for cloth of a soft texture, soft worsteds are very much the thing, with a tendency for grey mixtures. Your tailor will tell you that these are for town wear, as the New Yorker's world stops with the borders of Manhattan why it doesn't much matter what you wear outside these bounds, but in town the coat must be patterned after this model, rather long, and close-fitting with just the proper shade of closeness. A shade too much of closeness would advertise the fact that it was purchased on Broadway rather than Fifth Avenue, a matter, of course, decidedly not to be desired. It must be medium waisted too. Three buttons and the soft roll collar complete the exhibit. These are the little points that mark the difference between the clothing of the upper ten and that of the upper tenement.

There are other styles of cloth too, that are expected by the dealers who have stocked them to be fairly popular, and as these dealers share with our best families the onus of setting the styles, they are probably correct.

Lovat tweeds, a cloth somewhat lighter than the popular homespuns are expected to have quite a run. These come in pastel shades, that ought to suit the taste of those who hanker for something just a little brighter.

Then there is the stickinette cloth, somewhat of a novelty that came to the fore last year, and received enough attention to warrant its reappearance. But homespuns are unquestionably going to be the best seller. Browns, greys and greens in solid colors probably will have the preference, though there is also quite a feeling for these cloths with an over check of a more or less chastened pattern.

If you can look far enough ahead to picture yourself in mid July there are a couple of novelties that were noted the other day that should catch your fancy. One was a coat in white silk and wool, and trousers of white shetland homespun to match. The other was a suit of cream colored silk. This silk has been so finished that it is entirely devoid of the sheen usually associated with that material. If you are what is technically described as being hard on your clothes it would not be wise to set your heart on this latter novelty. The no sheen part of it is, of course, its great beauty. But just figure to yourself where that virtue would be when it had passed beneath the iron at the pressing club.

Spring overcoats are being made mostly without belts, the material most often seen is a rough mixed homespun, with the straight Chesterfield cut hanging easily at the back, and of medium length. The very short coat is the "abomination of desolation" that one of the old prophets was once wont to speak about.

DUN COLORED WINTER GARB IS DEAD

Bright Colors and Soft Fabrics Will Be the Mode — Some Suggestions of the Correct Thing and the Near Correct—A Brief Word on Collars.

But all this prattle about the very most correct thing has a dispiriting sound. After all most men like to inject into their clothes some suggestion of their own little wayward fancies. Nine times out of ten they are distinctly not the thing, as the thing is exemplified by the old families. But when the new families are so very much in the predominance, why pay so much attention to the preference of the few.

Now, for instance here is something new that would keep the old families gasping for a week. It's a lounge suit, hugs the figure around the chest and waist after that it rather loses interest in the figure and becomes quite decidedly fuller. Not enough as to drape into folds. The skirt is inclined to length too. Pockets are vertical instead of horizontal. Once one gets on to this plan it may work out all right. The designer claims that they are neater. Maybe that is only the pardonable pride of the man who thought of it first, that remains to be seen. It is claimed too that they don't gape open after the fashion of other pockets. There is a vent in the back that continues the seam so that there is no overlapping. The trousers vary too from the correct thing being fairly full at the top but tapering a little toward the shoe, and this in the season when the ultra correct are declaring in favor of the English fashion of a uniform width from top to bottom.

If you think of blossoming out into sport clothes? Of course this question always brings up the disturbing question as to when and where you can wear these attractive novelties—Well they are mostly made for wear with knickers. There is a certain little hint there. You'll have to forswear them for church anyway. In the main it's largely a matter of a man's personal preference, and courage. These sport coats are mostly made with patch pockets, belts in the back too are still the thing. They are mostly made in homespun in light greens and biscuit colors. The knickers are mainly of the same material though in somewhat different colors. If you are fortunate enough to be young you can still wear these sporting styles for almost any occasion, with ordinary trousers in place of knickers. It is one way of letting young blood have its course.

Of recent years there hasn't been the ghost of a reason for mentioning collars. The best the collar makers could do was to manipulate the front exposure of the collar, square them up a little in front, or chip a little off the corners, but there has been a change dawning in this regard. No more stewing behind a two-inch wall in the red hot days of Summer. The day of the low collar has dawned. There surely ought to be a fat man's convention to celebrate this momentous fact. Yes, there is a decided tendency to favor the English fashion of a semi-disappearing collar. Now who would have ever dreamed that such a day could dawn in old New York.

There being less to tie the tie to, the size of the latter has not unnaturally decreased and a much smaller knot is demanded. Soft collars are still worn by the young folk, almost always with a bow tie.

Now if we might venture a forecast in hats. Here is the very most correct thing in Boaters. Small brim, high crown, fairly deep band. Why, say you, that is the direct opposite of the style being most widely shown. Exactly, friend. That is the idea, being different. The effect could be attained just as well by wearing a hat of the 1913 vintage.

Set your heart at rest then, there will only be a few wearing the style, were there more this few would not wear it. There are always two classes of people, those who wear a thing because it is the fashion, and those who believe it is the fashion because they wear it. As most of us lack the necessary mixture of backbone and brass to belong to the second class we will probably be happier wearing our broad brimmed boater because there will be such a vast assembly of us doing the same thing.

If you are one of those who fancy yourself in a cap, and don't happen to want to set a fashion for yourself, you had better look to it that the crown projects well over the peak, for thus will our best dressers be capped.

The low brimmed stiff hat is coming to its own again in New York. There is expected to be quite a sale of this variety, but you can always continue to wear the soft hat if you so prefer.

These are a few rambling thoughts of the possibilities of this season, gained, mostly, from the store and the store window. The winds that blow from the river where the German and American mercantile marine moulder together, have still a hint of Winter in them. We can not wear the things our hearts hanker for, but we can dream of wearing them. Consider these ramblings then as waking dreams. Perhaps next month it will be possible to speak of the actual coming of Spring.

WHAT THEY ARE SHOWING IN TORONTO

THE Toronto men's wear dealer gives every assurance that there are no radical changes on the horizon of men's fashion. However, the youth, both fashionable and wise, need have no visions of his bank roll exceeding its normal proportions on this account, for in the same breath the dealer discusses a few mere suggestions that Spring Fashion Vogue has had up her sleeve, and from all appearances it is more than likely that the youth will be able to shine forth in all the glory of new toggery when Old Sol becomes a little more accommodating.

Return to Norfolk Suits

In the young men's suits, there is a striking sameness about the cloths and very few new designs are in evidence. An almost unprecedented demand for the pinch-back suit, with a plain and inverted pleat, and also for the "golfing" style, seems to indicate very popular favor. Something new in this line is the addition of a belt around the waist. Some very attractive models of this style are to be seen, and the tendency seems to be led back to the Norfolk style which is enjoying considerable popularity in the States.

Spring Overcoats

The question of Spring overcoats is a very ticklish one, and one which as yet appears to be evasive, owing no doubt to the continuance of chilly weather. This latter circumstance is causing the dealers no sleepless nights though, owing to their inability to get sufficient stock along this line as yet. The biggest demand for Spring coats has been restricted to the loose-fitting coats, though a very noticeable demand for the form-fitting coats is apparent.

The Trench Coat

As yet only talked of in subdued tones, the famous Trench coat, which won favor in New York, bids fair to win favor in Toronto. After considerable encouragement, the information is gleaned that there are some models of this coat to be on exhibition, and several sales have already been recorded. Whether this expected popularity is thought to be due to the ambition of the youth to dress as inconspicuously as possible when the recruiting sergeant hoves in sight, is only guessed at, but it is a fact that the style of the new coat is on exactly similar lines to the officer's trench coat which is now becoming a common sight. The coat is double-breasted and in some models a wide belt around the waist replaces the use of buttons.

Even though the coat is not extensively worn this Spring, it is expected its introduction will do much to popularize it when it makes its appearance in the form of a heavy Winter coat next season.

The Popular Silk Shirt

The silk shirt says "it's great to be popular," as it begins a new run which bids fair to ending it up in the "permanent fixture" class. Of course this will only last as long as the price comes within the range of the pocketbook. The silk shirt trade now seems to be largely restricted to the glaring colored stripe, which soon will be able to announce its own arrival. Some plain models are popular, however, for the most sedate customers.

Loud Colors in Ties Also

A very strong tendency for colors is also demanded in the four-in-hand ties, that they may make an equitable showing with a strikingly colored shirting for a background.

There is an insistent demand for the bow tie, and its continued popularity seems to be guaranteed.

While some new styles in stiff collars have recently made their appearance, the soft collar appears to have got a stronghold, and by the introduction of some new novelties, it is likely to "be in at the finish." Plain white silk collars are the chief attraction, though some tastes are satisfied with a pique collar which almost reminds one of the neck ruffles of the Elizabethan age. And in addition, this collar has the distinction of bearing the first novelty which has been introduced in some time. The word novelty might just as well have been dropped from the English language recently, say those who know, but this one consists of an invisible fastener for the soft collar, being merely a small piece of elastic with a hook on each end which fits into two perforations of the under side of the collar. We submit it is not a very apparent novely, but it is all the more appreciated for that very same reason.

WHAT IS BEING SHOWN IN MONTREAL

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of the dreary "drab" hues of the Winter landscape now passing away.

R. J. Tooke's ties with the big primrose flowered pattern in all shades, blue grey, yellow, violet, red, green, are worth noting, also a line of ties with a big ivy leaf pattern the veins on the leaf picked out in bright colors usually red. Another attractive tie was of claret ground very dark, with little brilliances in diamond shapes and vivid reds, blues, and greens scattered in groups on the ground color. The same idea was carried out also on a dark blue ground. Some pure silk ties at 50 cents were shown by Tooke's, the pattern, fine close diagonals black and red and blue and white, also a larger stripe diagonally placed white on each side of black with a dark ground of blue intervening.

Before leaving Tooke's windows many a passerby glanced with admiration at a neat brown overcoat of Riley Hern idea, almost a khaki shade but warmer in tone, and lined with a delicate creamy weave showing a check in red, green and brown lines very light and widely spaced. This overcoat was priced $30.

Shirt showings have been various this month. Livinson's has been doing good business in made-to-measure shirts in the newest silks with wide line designs in rather vivid color effects. These have been selling at from $5.00 to $7.50, and flannels at $3.00 to $5.00 have also gone well until Winter's wane. Goodwin's Ltd., showed this month a great range of "The Accessories of Good Dress" in which shirts featured very refreshingly in the new light stripes. Rod Sangster Jr. St. James street, had a very attractive single shirt in softest saffron yellow silk prominently displayed in his window, and varied the display with other lovely silk shirts from time to time making "a window of one note" with marked success. R. J. Tooke's showed two lines of shirts, a Percale line at $1.00 in neat designs and Anderson's Scotch Zephyrs with woven stripes at $1.75. No very startling shirt designs were displayed, the Rod Sangster silk shirts being probably the most outstandingly pleasing to the eye of the average passerby.

Military windows have again vanished to a great extent, and a notably neat display of officers' uniforms, equipment, British Warm overcoat, Sam Brown belt shown in position, spurs and straps, etc., was made in a portion of a main window by Fit Reform, St. Catherines street. Spring hats were showing also in most of the store windows, and all the stores showed gloves in various shades of chamois, buckskin, doeskin, a number of the new shade "putty" being visible. Easter is in the offing, and the demand for nice gloves is developing rapidly.

MARKET REPORTS

THE MARKETS AT A GLANCE

There have been a number of advances in men's wear lines during the month and others seem in a fair way of realization in the near future.

Some clothing manufacturers report the sorting trade in their line has been considerably better than during the Spring of last year.

Manufacturers of cloths in Great Britain have announced that they will book orders only at open prices as they are unable to protect themselves on the supply of yarns for weaving because of the tight compass in which the British Government is holding the supplies of wool.

On the lower-priced shirts there will be an advance of from 10 to 15 per cent. for lines to be delivered in the Fall. Samples of these lines will soon be placed before the trade.

American lines of felt hats are all higher in price and slight advances have been made in some English lines owing to the high prices for leather bands and silk bindings.

Glove prices have held steady during the month. Travelers are now on the road selling for Fall delivery. Manufacturers are unable to get supplies of leather in sufficient quantities to insure their needs for the future.

Advice as to whether or not it will be necessary for the Swiss silk mills to close through the operation of the prohibitive measures adopted by Great Britain is awaited with interest in this country.

Overalls have again advanced with the intimation that further advances are pending.

Shoes for Fall delivery will be higher in price but it will come as a welcome relief to know that rubber goods will be slightly lower than the prices recently prevailing.

Business in men's wear lines has been satisfactory during the month.

10 *PER CENT. ADVANCE ON SOME FALL SHIRT LINES*

Lower-Priced Shirts For Fall Lines Have Made General Advance — Shirts That Retail From $2 Up Not Affected — Expected to Be General Advance for Spring 1918

SHIRTS.—Owing to the fact that manufacturers have anticipated their needs some time in the past for cloths for their better classes of shirts, some at any rate, have not been compelled to advance their prices on their new Fall lines which will be shown to the trade in the near future. On the lines that range in price from $1.25 retail up to $2 for the present Spring and Summer trade there will be an advance of approximately 10 to 15 per cent. On the lines that sold for $2 up for the present Spring and Summer trade there will not be any material advance. This has been made possible, it is stated by the representatives of the manufacturers in question, through the fact that their supplies of cloths for this class of shirts had been contracted for some time ago. In the case of the material for the lower-priced shirts they have been compelled to go into the market and purchase their stock at higher prices.

The samples for the Fall trade have been completed and travelers will be started on the road about April 1. It is stated by representatives of the manufacturers that the colorings will be brighter and with more dash to them than styles within recent years. Stripes will be popular. Business for Spring and Summer has been most satisfactory and the manufacturers are looking forward to a good trade for the Fall. It is of course too early yet to speak with any degree of certainty on this score until the travelers have made a preliminary canvas of the situation.

AMERICAN LINES OF HATS ARE MARKED HIGHER

Advance in One Instance Amounts to $7 Per Dozen Which Will Effectually Shut Line Out of Canadian Market—Shipment Being Made by Express

HATS AND CAPS.—American manufacturers quite generally have announced to the Canadian wholesale hat trade that the prices of their various lines have been advanced from 10 to 20 per cent. The advance ranges from $1 to $4 per dozen, and in one instance it even amounts to $7 per dozen, when the extra duty and freight charges are considered. This is stated by wholesalers to be sufficient to put this particular line of hats out of the market so far as the Canadian trade is concerned as the selling price to the retail trade would need to be $39 per dozen. The Canadian makes of hats have held steady in price during the month at the advances recorded in last issue. English felts have not yet been advanced in price although the market is in firm position. Travelers for wholesale houses have been started on the road and prospects so far are encouraging for a good Fall trade. At the time of writing the full staff of representatives had not yet been started on the road, but it was expected the retail

trade would be covered quite generally by the middle of April. In the English lines of felt hats a slight advance has been announced for the hats for the Spring of 1918 owing to the higher cost of leather and silk bands. For the present Fall trade there has been a steady condition for the English goods. For the new Fall lines some of the wholesalers are showing the rough effects in wool velour. From the preliminary canvas of the market, reports would seem to indicate that there will be a fair sale for these goods for the Fall trade.

Fur Stock Piling Up.

The recent embargo list of the British Government included rabbit skins and in consequence there has been no fur going into Great Britain. For this reason some of the dealers anticipate that stocks of rabbit skins are accumulating in Australia. With their accumulation in that country there is a possibility that the fur may work to lower levels. It is still possible for the fur to come by way of the United States, but there is a shortage of tonnage to bring any considerable quantities.

In the cap trade wholesalers are now filling Spring orders which were placed last Fall, while the travelers are on the road taking orders for the Fall trade. Business for the Fall is reported quite satisfactory. Customers of wholesale houses have shown a little nervousness over the possibility of their deliveries being held up through freight congestion. They have accordingly been giving some sorting-up orders with instructions to ship by express. There has been difficulty in getting goods to the retailers in time for the Spring trade and in consequence many of the orders are going forward by express shipments. It is anticipated by some of the wholesalers that the probable enforcement of the Militia Act in Canada, and the calling out of some additional 50,000 troops would have an influence on the hat trade. While the actual number would not be a serious factor still the effect might tend to make buyers a little more tardy in placing their orders. As the details have been announced that the plan is to call for volunteers for the militia rather than enforce enlistment in the militia this should naturally have a tendency to allay any uneasiness.

LEATHER UNCERTAIN; GLOVE PRICES HELD STEADY

Glove Manufacturers Do Not Know Whether Leather Coming By Way of England Will Reach Them Owing to Operation of Embargo.

GLOVES.—There is an uncertainty in the glove trade on the part of some manufacturers due to the fact of the recent embargo placed on leather by Great Britain. One large manufacturer is in an uncertain frame of mind as to whether supplies of leather purchased abroad and which are to come by way of England will reach them or not. They are dubious about the operation of the embargo placed on leather by the Imperial authorities. They are hoping that the supplies will be permitted to come forward but in this they can speak with no degree of assurance. The mitt and glove trade has been good and orders that have been already placed by retailers for delivery are fairly well provided for by leather supplies. For future bookings, if leather stocks come through that have already been purchased, there will be ample provision for the needs of the future. Considerable supplies of leather have been coming in from the United States but the freight situation and embargoes that have prevailed from time to time have operated to make deliveries of raw materials slow. Wholesalers now have their travelers on the road booking orders for delivery next Fall. About the cheapest line that is being quoted is $18 per dozen, which line formerly sold at $9. In a retail way these gloves will sell from $2 to $2.50 per pair. Wholesalers are unable to place orders with the manufacturers in sufficient quantities to meet their needs and consequently they have to limit the amount of their sales to their customers. Quotations on the various lines have held steady during the month and are as follows:—

Split cowhide working gloves, dozen	$ 13.50
Buckskin gauntlets, dozen	27.00
Buckskin moccasins, dozen	36.00
Horsehide teamsters' mitts, dozen	27.00
Grey suede gloves, dozen	21.00
Grey suede gloves, dozen	24.00
Ivory capes, dozen	27.00
Tan capes, dozen	27.00
Automobile gauntlets, dozen	44.00

SORTING CLOTHING TRADE BETTER THAN LAST YEAR

Strike in Montreal Among Operators Reported to Have Been Fixed on Basis of Return to Work Pending Arbitration — Mills Will Accept Cloth Orders For Delivery Only December-January

CLOTHING.—One large clothing manufacturer reports that their sorting business in clothing for Spring and Summer lines during the first part of March was fully 30 per cent. better than the corresponding period in March of last year. And it was fully 10 per cent. better than the same length of time in March of 1914. This increase is not in the volume of business done, but in the actual number of suits that were made for this sorting trade. This fact indicated to the manufacturers in question, that the goods had been going into consumption quite freely for the Easter clothing trade. Furthermore, it indicates to them that stocks in retailers hands have been turning over quite readily and that in all probability no large stocks are held by them. This increase has been made in the face of a decline during February and March of the number of military uniforms required. It is presumed that officers are pretty well fitted out now and that the numbers of officers are not being augmented rapidly. Toronto clothing manufacturers assert that while there has been a strike among the clothing operators in Montreal and that production has been held up for some six or seven weeks, while the strike was in progress, still the sorting demand was not occasioned through the customers of the Montreal clothing houses. Clothing men in this city anticipate that one of the drawbacks of the strike in that city will probably be in later deliveries of goods. The strike was recently settled on the basis of the operators returning to work, pending settlement of the difficulty by arbitration. The operators have been asking for recognition of the union. Manufacturers now have their travelers on the road with their Fall lines. As stated last month, these lines will for the most part be about 10 per cent. higher than the Spring and Summer lines.

Advances in Cloths

Clothing manufacturers have been advised that a further advance has been made in the price of the popular weight cloths for the Spring and Summer clothing trade. A 12-oz. cloth that recently cost $2.38 per yard must now be sold for $3.32. This would represent an additional cost in the price of a suit of $3.29 for the cloth alone. And this is not taking into consideration any additional cost for linings, padding and other goods that enter into a suit. This will mean that goods purchased from this cloth for

the Spring and Summer trade of 1918 will be greatly in advance of the prices quoted for this present Spring and Summer. There have been steady advances in various lines of cloths during the month. Homespun of Canadian manufacture has been advanced considerably. This is one of the few lines that Canadian manufacturers have been able to supply to the Canadian trade, so far as additional orders are concerned. Most of the American mills are full up with orders for cloths that will keep them running for the greater part of the present year.

Cannot Deliver Until December

Some of the Canadian clothing manufacturers have been making inquiries of the English manufacturers of cloth as to the prospects for deliveries for Spring 1918. They have been desirous of knowing where they stood with respect to repeat orders on cloth they secured for the Spring trade of this year. They have sent forward samples, but will not name prices and the delivery of the goods cannot be made before December or January next. The manufacturers in England have to contend with the uncertain supply of wool. The market for wool is very unsettled as the Government has commandeered nearly all the home and colonial wools. The British Government is reserving most of the wools for military cloths. What they do not require, however, they are selling again in the open market, but at prices which are considered very uncertain. Under such a condition the manufacturers in England are unable to know whether they will be able to get any wool at all for ordinary business. Wool merchants who have any free wools will dispose of them only at exorbitant prices. Under these conditions the manufacturers in the Old Land state that while they are able to give prices at the moment for any cloths they may have, yet they cannot guarantee that the prices would be the same for even so long as a week or two.

While the manufacturers abroad have sent samples to the Canadian trade for styles which they will make if they are able to get the wool they will not promise delivery earlier than December or January next, and the prices must be left open. It is expected the prices can be named some time between now and September next. This is the condition that the spinners of the yarns have given to the clothing manufacturers and the latter were forced to pass it on to their customers. They reserve their machinery for the cloth manufacturers but cannot fix the price on the yarns until the Government has sold them the wool. The British Government has been moving slowly in this connection and in many instances has refused to sell certain classes of wool in the open market at all. The stipulation that the cloth manufacturers make is that for any orders sent to them they would charge a corresponding advance upon the prices which have been tentatively named if the wool market goes up. If the wool market goes down they state they will give any benefit in price which they may receive. Certain large merchants in England whose trade is largely an export one have placed orders on the above conditions.

NO ADVICE AS TO CLOSING OF SWISS SILK MILLS

If Swiss Silks Are Shut Out of British Market Through Embargo a Serious Condition Will Develop for Silk Manufacturers

NECKWEAR.—Representatives of Swiss silk manufacturers in this country are awaiting with a great deal of interest some announcement as to whether the embargo recently announced by the British Government on silks will be complete and absolute or whether a certain percentage of previous shipments of silk will be allowed to go into that market. If the British market is shut off entirely it will probably mean that many of the mills in Switzerland will have to close up, as the British market was the biggest one for the Swiss silk products. This will be a serious condition for the people of Switzerland as it is estimated by one authority that the number of people engaged in this industry alone is between 20,000 and 30,000. In one of the large mills that has Canadian as well as British connections there are over 2,000 employees. If the imports of silk into Great Britain are restricted by 50 per cent. it is doubtful what effect this would have on the Swiss industry as representatives in this country were not prepared to say whether the manufacture could be carried on on an economic basis in the face of the necessity of decreased production. This is one of the problems that manufacturers in Switzerland will be called upon to decide if such a restriction is made effective. Swiss mills are pretty well booked up for the Fall neckwear silk and are unable to accept more business for delivery at that time. Just what effect the embargo will have on the Canadian trade still remains to be seen. If the mills are compelled to close it will, of course, mean that further supplies will not come into this market after goods on hand with the manufacturers and to be be made before closing actually takes place have been delivered here. In that event the Canadian trade will have to depend largely on their supply from the United States. Conditions as they exist at the present writing are in a very uncertain condition. Orders from the Swiss silk manufacturers for delivery in 1917 have been fully as heavy as they were in 1916, which was much greater than in normal times. By far the largest percentage of the neckwear in the Canadian market is now made from the Swiss silk. There has been no notification of further advances in prices during the month. In the Japanese raw silk market there has been a firmer tone recently with an advance of 5c to 7½c per pound recorded.

OVERALLS MOVED HIGHER; ADVANCE PENDING

One Manufacturer Increased Price $1 While Another Announces a Further Increase Will Probably Take Place in April

OVERALLS.—A further advance has been recorded by one manufacturer in their line of overalls. Where the quotations were last month at $16.50 and $18 per dozen the selling price has now been advanced to $17.50 and $19. One of the large manufacturers had previously advanced their price to $19 per dozen as announced in MEN'S WEAR REVIEW last month. In the case of the manufacturer first cited the delivery time is specified as not later than the end of September. With the manufacturer who led the way in the price movement the orders are restricted to March and April delivery. This latter concern announces that they will in all probability advance their price to $19.50 per dozen by April 15 and extend the time of delivery to June. Still another manufacturer of a grey line of overalls that has been sold at $16.50 per dozen anticipates that it will be necessary to increase their price in the near future because of the higher-priced material which they will soon be working on. Forward booking of overalls has been good. Demand has also been very good but there is anticipation in certain quarters that higher prices may cause slight diminution of demand temporarily at least. While the trade has been good it is not quite up to that of last year when an exceptionally heavy trade developed owing to the big expansion of the munition business at that time. Everything points to a continuation of good trade conditions in the overall business.

HOSIERY WORKING TOWARD STILL HIGHER PRICE LEVELS

Recent Advance on Cashmere—Canadian and American Mills Filled Up with Orders—English Mills Accepting Orders

HOSIERY.—There is a firm situation with respect to hosiery of all kinds. A recent advance of 25c per dozen was made effective in one of the popular priced qualities of woolen hosiery which makes the selling price $5.50 per dozen. This price is getting dangerously near double that which prevailed in pre-war times when the price was $3.50 per dozen. Wholesalers state there seems to be plenty of woolen hosiery to be had if the prices are paid. One of the big selling lines is the 75c all-wool grade which formerly sold at 50c. Wholesalers, however, must buy without engagement for hard prices from the manufacturers. The latter will accept orders subject only to the market at the time they are able to deliver. White woolen socks have been a popular line in recent months owing to the difficulty that has been attached to the dye situation. Silk hosiery will in all probability be in good demand for the coming Spring and Summer, the popular priced article being around 75c, with some lines to retail as low as 50c. Deliveries of hosiery have been slow from Great Britain and embargoes on the American and Canadian railways have interfered with the deliveries of American and Canadian goods. There is some sorting business going on at present and it is anticipated travelers of wholesale houses will be on the road in the near future with the Fall lines of hosiery. One line of woolen hosiery that could be sold for 35c retail on the basis of last Fall prices will have to be sold for 50c this coming Fall. There has been a good sale for this quality of goods. Retailers in many instances are getting old prices for their lines. That is there is no hard and fast rule that there shall be only a 25c line, 35c line and 50c line. They may be priced now at any of the figures intervening. Retail stocks are stated to be in a fairly good condition to meet the needs of the trade for some little time. An advance in the price of English yarns recently has caused a firmness in the market for all woolen hosiery.

DELIVERIES OF UNDERWEAR ARE SHORT IN SOME LINES

Doubt Exists in Minds of Some Wholesalers as to Whether Supplies Will Be Sufficient—No Sorting Business

UNDERWEAR, SWEATERS, MUFFLERS, BELTS.—Wholesalers are now making deliveries on underwear that had previously been ordered for the Spring trade and they are having their difficulties as there are some lines that they have been unable to get from the manufacturers. Deliveries from the manufacturers have been short and they in turn are unable to give their customers all they would like. Wholesalers have practically no stocks of underwear for the sorting trade and none are going into those channels at present. They state they do not know whether they will be able to get sufficient supplies to meet the demands of the trade. Bathing suits is another line in which there are very light stocks in the hands of wholesalers. Last Summer was an extra good Summer for bathing and there was a heavy demand in consequence.

Some manufacturers report the demand for sweaters and all knit goods to be increasing and that already it gives promise of being much better than last year. One manufacturer reported that they are unable to take all the orders that are seeking placement. Their output is restricted through their inability to get a plentiful supply of labor.

The trade in mufflers is reported very good for the Fall delivery. Travelers have been on the roads since the first of the present year with these goods and orders placed were stated to be ahead of those placed for last season's trade. Some wholesalers have been fortunate in having a good connection in the Old Land and have been able to get sufficient stocks to supply their trade. Prices for the Fall delivery will, however, be 15 to 20 per cent. higher than those delivered last Fall. A shipment of these goods is expected to reach the local market in the near future. Delivery to retailers will be made early next Fall.

The belt trade at present is largely of a sorting-up nature. Shipment of goods for Spring and Summer trade has been going on since the first part of February. On the sorting orders there has been an advance ranging from 10 per cent. to 20 per cent. over those prevailing last Fall. There is still the same priced belt to be had that was formerly on the market but the curtailment has come in the quality of the goods.

SHOES FOR FALL DELIVERY WILL BE HIGHER IN PRICE

Slight Decrease in Rubber Goods for Fall Trade—Travelers Will Start on Road With Fall Lines During First Part of April

SHOES.—Some shoe manufacturers will start their travelers on the road with their Fall lines about the first week in April. They state there will be advances in these goods that will be approximately 10 per cent. over the December prices on shoes. And they will sell shoes only against the leather on which they are covered. They have not been able to protect themselves very well as they have been unable to buy sufficient supplies of leather. The shoe business at present is largely a sorting business. Wholesalers report the trade in rubbers and overshoes has been good this Spring for delivery next Fall. Travelers who are now on the road in connection with this business are quoting at slightly lower prices than prevailed during the first part of the year. Advances were recorded in November, then in December and again in January. The price for Fall shipment is about 2 per cent. lower than the previous quotation.

Leather prices have held steady during the month. That is where supplies have been obtainable. The Canadian Government during the month awarded the contract for 35,000 pairs of tap soles and 25,000 pairs of top lifts for use of the military forces.

CURRENT NEWS

R. B. MacLennan, men's furnishings dealer, of Hamilton, advertises giving up his business.

W. H. Howey, Brandon, Manitoba, is discontinuing his clothing and men's furnishing business.

T. A. Hazel, of the well-known firm of F. G. Clayton, men's outfitters, Detroit, has taken the position of manager of the special tailoring department with W. J. McCance, St. Thomas.

Three floors of the Tip-Top Tailors' Building, 245 Yonge Street, Toronto, were deluged with water on March 13, when a small fire caused one of the sprinkler heads to break.

F. J. Holman & Co., Charlottetown, P.E.I., are adding dry goods and gents' furnishings. Carpenters have been busy for some time tearing down the red building and putting in new plate glass windows, etc.

HIGH PRICES SEEM LIKELY TO FORCE BETTER QUALITIES

Manufacturers Have to Ask Stiff Prices for Fall Lines in Which They Have None Too Great Confidence—As a Result They Turn to Really High-Priced Goods Which They Know Do Give Value in Appearance and Wear

What's going to happen to cotton?

With samples of Fall, 1917, shirtings only commencing to go out, this question seems premature. Yet one season crowds on another and manufacturers are already preparing for Spring, 1918, business. The question, therefore, is a big one to them, and one which is worth careful consideration by all men's wear dealers, for, according as cotton is likely to remain steady, drop or fall, will prices for Spring, 1918, hold, drop or fall, and of course the likelihood of prices in 1918 will affect the purchases for the coming Autumn and Winter season.

But unfortunately it is not known what will happen to cotton. Some say: "The States is likely to get into the war. When the States had its great war, back in the sixties, cotton went away up."

Yes, but this was largely because the South wouldn't ship cotton to help their enemies, the North. Cotton was cheap enough where it was grown.

And so now—even if the States comes in—it isn't at all certain cotton will climb. There will be an increased world demand, but the scarcity of bottoms to take the cotton to England and France may offset this to some extent.

High Prices For Inferior Goods

But even so, it seems sure prices for next Spring will be very high. The shirt man states that he can't see anything but a $12 or perhaps a $13.50 range as his lowest. He adds, moreover, that for quality this will not be much better, far as cloth goes, than the $6.50 range of before war days. The workmanship, naturally, will be superior.

Things are turned upside down. A few years ago dealers wanted the very newest in patterns and cloths. Now they want the oldest. One large buyer made an appointment this last week to look over the old stock of a certain shirt manufacturer. Shirts which had come back for one reason or another. Travelers samples—everything available was inspected. Then the buyer said: "I'll take it all at $—, mentioning a figure a little below that asked for similar goods to-day.

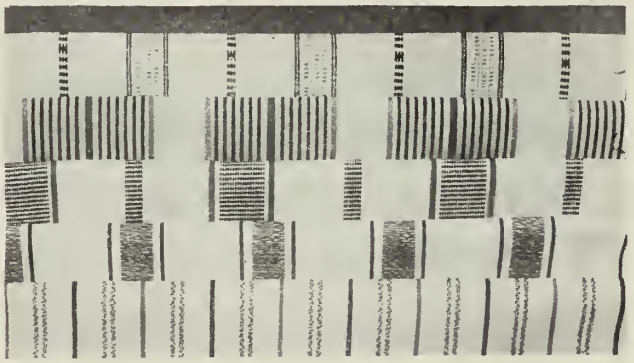
"No," said the manufacturer. "This is a little old I know, but its better value than what I'm forced to sell at higher prices, and I'll give the opportunity here to my old customers.

For Fall, things are not quite as bad as they threaten to be for Spring, 1918, yet there is no great enthusiasm about some of the ranges being shown. The cheapest we have seen is a $10.50 shirt—that is in other than working-shirt lines. The great majority of ranges, however, will be quoted at $13.50 to $15.00 and higher, and at this, color guarantees will be largely withdrawn. Manufacturers are stating fairly what they know about the goods. They're going further, stating that they hope, certain things, but can't be certain under existing conditions.

Turning to High-Priced Lines

One result of the present situation is likely to be more and more of a turning toward the higher priced shirt—the really high-priced and high-class shirt.

Said one manufacturer: "Look at that $13.50 range. Not bad under the circumstances. I don't think there's anything better being shown at the figure. Yet I know the value really isn't there. We'll sell a lot, but we're going to push the sale of the really expensive shirts—the silks, for instance—every time we can. The price for these will, of course, be high, but the value—well, there's real value, real appearance, real wear in those lines."



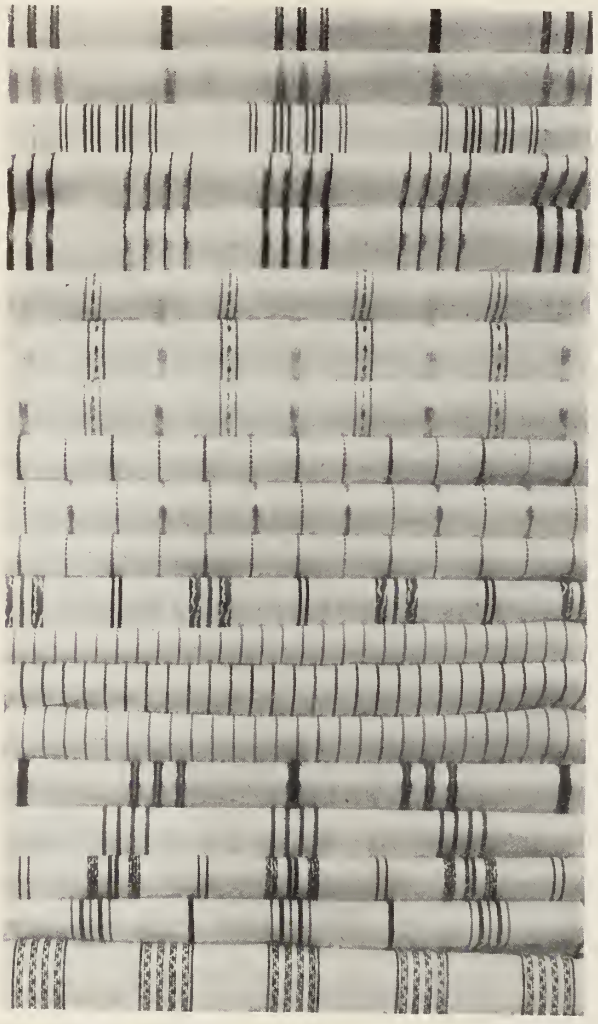
Some of the Fall patterns shown in the percale range of the Lang Shirt Company. The bright colors which will prevail are clearly indicated here.

From what retailers tell us the man in the street, too, is becoming aware of the merit of the really high-priced lines. It seems likely, therefore, that the demand for this class of goods is going to be unusually heavy.

Fall Samples Not All Ready Yet

By the way, only a limited range will be shown by most

manufacturers during the early days of April. They have not yet got many of the sample cloths from which the swatches must be cut. Cloth manufacturers have been exceedingly slow in sending these forward. This, some say, is because the mills will not run the various sample cloths through at one time, but run sample cloth, and cloth for later delivery at the same time—this to save waste of die and of time which results from making one short-length pattern for the shirt manufacturers samples, and then turning to another. Whether this be the explanation or not, the fact undoubtedly is that sample cloths are



Some of the Fall shirtings—indicating the style of patterns being shown by Tooke Bros.

mightly late, and dealers will see imperfect ranges during April.

Labor Difficulties

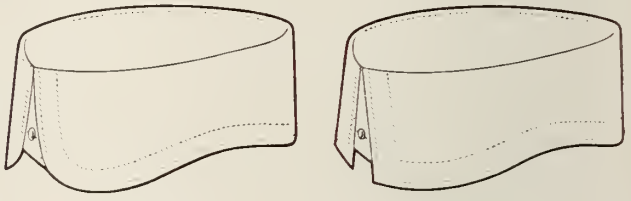
There is some fear of strikes in the United States mills. In many of these the contracts between workers and employers end June 1st. Then new contracts will have to be arranged, and a demand for increased wages is practically certain. It may not be a moderate demand either, as the case of one silk mill indicates. The employees asked a ten per cent. increase. It was promptly granted. Very shortly after they demanded a further increase of 25%. Arbitration took place and this second increase was reduced to 12½%. It is an almost invariable rule that with the coming of "good times" in a business sense, there come labor upheavals. The possibility of trouble in the mills, therefore, which would still further complicate deliveries, and still further increase prices, has to be considered.

A Cheaper Range

One further word on shirt prices. We don't wish to retreat from the position of having indicated the coming of generally higher figures for this Fall. Yet one qualifying statement is necessary. From what we hear there will be a shirt put on the market to sell at $9.00. It will be, for the most part, white, having expensively dyed cloth used only in certain parts. This shirt is not yet being shown, but is in contemplation by one manufacturer, and may be expected.

NEW COLLARS POPULAR.

THE form-fit feature in Arrow Collars has had phenomenal success in the United States, and also in Canada, and two new styles, Gordon 2¼" and Tyrone 2⅛", are being delivered to the trade this month. The bookings on these two styles have been very heavy and



Gordon. *Tyrone.*

they are sure to prove to be amongst the "popular sellers" during the Summer. Stocks are carried at the salesrooms of Cluett, Peabody & Co., Inc., in Montreal, Toronto, Winnipeg and Vancouver. They will be fully advertised in newspapers, street cars, etc.

"WOLSEY" AND "RAMESES" GO TO RETAILERS

The well-known makers of Wolsey all-wool underwear, R. Walker & Sons, of Leicester, England, have decided to deal direct with the trade in Canada instead of through the jobber. With this in view, they sent a representative last month to Canada, E. H. Floate, who called on some of the largest dry goods stores. Many were surprised to learn that the British mills were in a position to make large shipments to Canada. In view of the heavy cost of all-wool garments this firm have made arrangements to deal in percentage lines as well, under the trade mark, Rameses. An office for Canada is likely soon to be established in Toronto.

The Palmer-McLellan Shoepack Company of Fredericton, N.B., is appealing against an order of Chief Justice McLeod restraining them from using certain designs and trade-marks which it was said infringed upon those in use by the John Palmer Co., Ltd. Plaintiff company contends that the use of the name "Palmer" as it is used in the catalogues of the appellants is designed to deceive.

May Commandeer Canadian Wool

Sheep men in the Lethbridge district consider it likely that the British Government will commandeer the wool clip of Canada and the other British colonies this season.

W. E. Vandusen, Toronto, has sold his men's furnishing store.

J. H. Mix, Port Colborne, has assigned to N. L. Martin & Co., of Toronto.

J. H. Mix, Port Colborne, Ont., has sold the stock of his men's furnishing store.

T. J. Reid, Almonte, Ont., has been succeeded by H. Conn in his men's furnishings store.

NECKWEAR

INDICATIONS IN FALL NECKWEAR POINT TO LARGE PATTERNS

Nevertheless There Will Be Abundant Choice of Rich, Quiet Designs for the Conservative Dresser, Especially in the Higher Priced Goods — Batwings Will Be Worn Above Beautiful Shirts

WHILE big patterns and fairly bright colors will be very evident in the latest lines of neckwear for the Fall of 1917, there is still going to be a tendency towards some of the neatest and quietest lines in neckwear. Just as Springtime brings forth the brighest possible in color, and tempts mankind to go in for color in dress as far as may be fashionably permissible, so in the Fall there comes a touch of the sombre with all the brilliance that belongs to leaf and landscape. Infallibly mankind responds to nature, and there will be a considerable proportion of quiet toned ties on the market, and purchasers for them too.

But Big Patterns Will Rule

Large, bold designs, it seems will be the predominant feature of the neckwear shown for Fall trade this year, and in color the taste of the purchaser and the selling instincts of the trade will have abundance of range and satisfaction. Various shades of the well-known and ever popular greens, violets, mauves, purples, and the whole cheerful range of the reds and crimsons will appear in small designs and larger patterns shaded and varied by the intricacy of the Oriental and Paisley or floral work of the fabrics. Here and there designs will take the form of large leaves, large bold petalled conventional flowers, and simple square and rectangular objects with a variety of deviations from the ordinary. To avoid the ordinary is the whole art of the designer working with the familiar types of pattern units, and very wonderfully it is being done for Fall neckwear.

A new model, made 48 inches long, with short even point, lining coming down close to the point, the tie being held closed by a pin—this to enable flaring where desirable for window trims. Shown by William Milne.

One of the latest pattern Ties. Shown by Tooke Bros.

Large But Not Too Extreme

Those who have been watching the tendencies of design during the present year will have noted the prevalence in fabrics for women's wear of larger, bolder patterns. Now in neckwear the same tendency is present, but it must be noted that the tendency cannot in neckwear be present to quite the same extent. Neckwear does not lend itself to the use of huge designs although quite a large leaf or flower may take its place in the fabric of a tie, and such a design may acquire new distinction through the variation introduced in its outlines by the process of tying the knot. But the big, bold squares and spots so much to the fore in dress fabrics during the present season will not be even approximately duplicated in neckwear fabrics. Rather these bolder designs will influence the designs in neckwear, and the extreme will be avoided. The larger designs in ties will be done in quieter tones. The very vivid colors will not be found in very large spaces that is not as a rule. Some quite brilliant color-splashes

New Printed Faille, cluster spots, shown by Tooke Bros.

will be flung in the neckwear fabrics here and there, and there will be buyers for that gay class of goods. But the plain man with modest taste in neckwear will be able to avert his dazzled eyes from those color spots, and satisfy his longing with a wealth of rich variety in the simpler patterns and the milder-toned fabrics.

Printed Goods Going Well

All kinds of printed goods are going well in the world of neckwear, both for Summer and Fall business as far as can be seen from present indications. Printed silk fabrics foulards and failles are almost certain to have a wide popularity. They are in fact going well in advance styles for Spring, and the strength of the demand for them in its earliest stages shows more to follow. The curious fact about this feature of the situation is that these printed fabrics are now exceedingly difficult to obtain in the quantities desired. Always when an article grows popular supply seems to go short .

Broche failles are gathering momentum for a good Fall season it is felt. These are coming in large patterns, and stronger colorings. The tendency towards larger patterns cannot it seems, be avoided though in the wealth of neckwear variety there will be plenty of even quite tiny designs especially in the higher class neckwear. But double-shuttle Jacquard patterns with large designs, and good bright colors are going to have their fling on the markets this Fall, and fashionable folk will fancy them. The fabric known as "pic and pic" is going to partake of the general demand in this line of goods.

Black Warp and Color

Black warp Jacquard patterns with one color worked in the shute, and both large and small patterns are growing in popularity, some of the new colorings being used in these with delicate effect. These fabrics come in with the quieter styles of neckwear though with brilliances here and there in the pattern idea according to the amount of strength allowed the color areas. Black warp and two colors are also being brought out in increasing quantity for Fall trade. Here are some of the ideas as regards color in these goods. Black warp with light royal and new green, black warp with emerald and magenta; black warp with purple and orange; black warp with gold, brown and turquoise; black warp with scarlet and purple; and black warp with Navy and light cherry. Taffeta ground is found with black warp effects in the new Fall lines, and Lance Patterns are coming forward, big bold patterns in color being worked into the shute, plain rectangular color spaces, diamonds, and other Lance forms.

More Rich Colors

Pekin repp with stripes is going to be amongst the prominent goods appearing in Fall showings. Some of the shute colors are cornflower, navy, scarlet, emerald, violets, and browns. Pekin faconne picnic in two colors with Paisley patterns will be found amongst the showings for Fall, and should prove popular. There is still a very strong tendency favoring Paisley patterns and Oriental effects in foulards and the very richest effects are realized in these lines, with evident popularity. Ombres are certain to be well to the front in the general range of good selling neckwear in Fall as well as for the Summer. All varieties and developments of ombres will be shown very largely.

Bengalines and poplins are popular as ever, and these steady selling staples will not fail the men's wear dealer for this Fall. There has even been noted a reviving taste for poplins in self colors, and even stripes. They have been selling better of late than in the past two years, according to reports from fashion centres. Neat, plain staple stuff will always be found in steady demand, no matter what fashion may do in fanciful directions. It will be found also that the higher priced goods, neckwear to retail at $2 and up, will have the quieter trend apparent, though where the more elaborate colorings and patterns have their sway extends even to some very good quality neckwear, and the quieter colored high-priced neckwear will be found exceedingly rich in pattern when the fabric is closely examined.

The Batwing and Why

Batwings will be 'it' for a while yet, and may have a very much more pronounced sway as the Summer and Fall proceed. They are being shown in all possible varieties, with the tendency towards color and originality of pattern leaning as in the case of the four-in-hands. Bandanna and foulards printed and woven in rich and varied patterns will be found prominent this Spring in both four-in-hand and batwing styles, and the Fall will in all probability be showing still further departures along these lines.

HATS and CAPS

WILL THE BRITISH IMPORT EMBARGO ON FUR AFFECT HAT PRICES?

General Opinion That Conditions are Too Far-Reaching for Any Such Action to Have a Pronounced Effect—Prices Likely to Continue High, If Not Higher—The Mississippi Planters' Headgear Comes Into Its Own—Some Remarks on Prevailing Styles and Novelty Colors

IN the hat trade, as well as practically every other line of business activity, the British import embargo is giving food for an abundance of thought. Among the articles enumerated in the embargo list were raw furs. Now, as everyone knows, furs form the basis of all felt hat-making, and up to the present London has been the largest distributing market for this product.

These are the facts that are giving ground for much speculation, and the opinions on the matter are about as varied as the number of persons spoken to on the subject. Felt fur must be obtained, that goes without saying. The bulk of this comes from Australia, and is processed in England and France. Belgium, too, before the war was a great fur market, and the very best quality came from that source. Now the Belgium market is, of course, closed. It appears from early reports that the English market is also closed for the time being.

Will the British Embargo Affect Hat Prices

The question presents itself as to what effect this is going to have on prices. One idea is that it will tend to force a decline, owing to the lessened demand. This suggestion would seem plausible enough on the face of things. For, despite the fact that there has been an embargo in Australia against the export of this fur, it is generally felt that there is a stock on hand there far and above the actual demands of the Australian hat maker.

On the other hand, it is argued that there is the lack of tonnage to be reckoned with, and that for that reason there is very little likelihood of heavy shipments of this commodity being permitted. There is also the fact that, while there are some facilities for processing fur in the United States, these facilities are of a very limited character, and this fact, in combination with the great scarcity of labor, would have a tendency to maintain a high price even if the actual raw material could be obtained.

The Trade Does Not Expect Decline

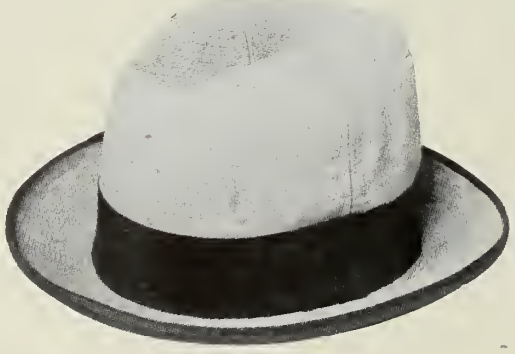
There is no question that the trade at large does not look for any such loophole. This fact is evidenced by the eagerness with which hat manufacturers in this country are picking up every parcel of furs offering, even at the enormously increased market price that prevails at present.

No, the general feeling is that there is no possibility of price decline anywhere upon the horizon; that there is a very strong likelihood of still further advances, unless some very exceptional world events should arise to set at naught the present trade conditions.

Well, waiting for exceptional events is a dreary and profitless business; so the dealer will be best advised to prepare for a continuance of the conditions existent to-day.

Conditions Far From Desperate

These conditions may not be perhaps as rosy as the dealer might wish, yet they are not hopeless. There is a very fair supply of hats of all grades available, and that at least is a fact on which the dealer may well congratulate himself. Of course, the price is a serious affair. The best jobbing price obtainable to-day on hats of good quality is $16.50, which everyone will realize is a tremendous increase over before the war figures. Other grades run to $27 and higher. On the other hand, Canadian manufacturers are well within the figures set by American manufacturers.



NEW OUTING HAT.

Palm Beach style, made of straw and silk combination, with silk underbrim. Made in four shades by Boston Cap Co., Montreal.

Good-bye to the Two-dollar Hat

The meaning of this is that there can be no more $2 hats, unless the dealer is of an exceptionally philanthropic nature. For anything like a fair quality hat a price lower than $2.50 cannot possibly be thought of, while the better grades must, of course, reach a much better figure.

Split straw, or rather the lack of it, is an item that is

becoming a very decided factor in the straw hat business. The scarcity in this line of raw materials, due entirely to difficulties of transportation, is playing a dirge over the cheap straw hat. The minimum figure now suggested is $15 per dozen. That means $2 and $2.50 hats as a minimum.

Well, these are cheerless thoughts; so let us turn to the more cheerful question of style.

Mississippi Planter Hat Revived

The present vogue is for a hat that in general appearance follows the good old-fashioned style made popular by the Mississippi planter—a fairly large crown, with a large flat set brim. This sounds fairly imposing. One calls to mind the hat of Simon Legree, who terrorized our young hearts in the days when Uncle Tom's Cabin had not been wished off the boards by the attractions of the brothers Farnum and other screen heroes. But while it has the general appearance of this style of headgear, it is not by any means unattractive; indeed, it is quite the reverse, and is a not unpleasant change from the more conservative styles of the past few years. There is a strong tendency in these hats to favor the narrow band

Two of the Fall hats shown by the Wolhausen Hat Corporation, Brockville.

about 1½ inch; many of these are of the puggaree style, and even of ribbon with a fancy cord introduced.

Some Novelties in Colors

There is some little novelty, too, in the matter of color. Of course, the steel, pearl and green shades are maintaining their popularity, but some novelty shades, too, are coming somewhat to the fore. Among these is what is known as lizard green, something of a light olive shade, usually set off with a binding of a slightly darker color. Another novelty color is known as chamois; this has a yellowish tone, somewhat lighter than any shades that have achieved popularity up to the present moment. The general tendency at least among the younger men is to favor somewhat brighter colors. This follows the general tendency of the year in all clothing lines.

Despite the popularity of this style, there is still a very strong demand for the regulation fedora style, especially among older men. In this line there is a tendency to favor the more quiet colors.

A Feeling for the Return of Narrower Brims and Rough Finish

The prevailing brim sizes range from 2¼, 2½, to 2¾. There is a feeling noted, however, among the trade in favor of the more moderate size, and it is expected that the coming year's style will return practically entirely to the 2½-inch size.

There is also another tendency noted by the trade—that is a growing demand for the scratch and brush finish hats. These rough finished styles were quite popular some little while ago, and are showing a revival of favor. Whether this feeling will become widespread enough to induce manufacturers to bring them to the fore again is a matter that has yet to be seen.

In Canada, despite the example of the American vogue of the stiff hat, there is no tendency shown toward a revival here. The trade, however, is not worrying greatly over this point, as these are very difficult to obtain in anything but the more expensive grades. Consequently the dealer has no incentive to foster their sale.

Cap Prices Also Soar

In the matter of cap deliveries, importers are anything but satisfied. Through scarcity of material, manufacturers in the Old Country are unable to supply goods according to the samples. Despite this fact, however, dealers are generally accepting everything that arrives, on the principle that a cap is a cap, no matter what its appearance may be. This condition, of course, is particularly associated with the cheaper caps. In fact, the cheap cap has practically ceased to exist. A retail price of a dollar is about the best figure possible for good quality stock, while the usual price for first quality stock will range from $1.25 to $1.50. The patterns are mostly checks, with a strong feeling for plain shades. There are some attractive showings, however, of striped effects.

In straw hats the boater is the generally accepted model, though it is expected that the Panama is going to have an exceptionally strong run this year. With the increasing price of the boater variety, there is not so much of a gap between the two in price, and it is expected that this will make an effective selling argument in favor of the Panama.

The prevailing style in boaters is for a medium brim, 3¼ crown and 2¼ brim, and 3½ crown and 2⅜ brim.

There is a very pronounced feeling throughout the trade that there is going to be a very decided scarcity of stock for the Fall trade, and that dealers will be well advised to be timely in their ordering.

Elmer E. Wilson, Stoney Creek, has sold his men's furnishings store.

Graham Bros., London, Ont., have sold the stock of their men's furnishings store to Jno. Graham & Co.

Lethbridge Clothing House, Lethbridge Alta., have sold their men's furnishing business.

P. L. Beach, Morse, Sask., has been succeeded by T. R. Saigeon, in his men's furnishing store.

Pickard & Tuck, Calgary, Alta, clothiers and men's furnishings, are discontinuing their Strathmore branch.

Major G. Herbert Maxwell, proprietor of Maxwell's, Ltd., merchant tailors, Granville St., Halifax, died in a hospital in France, from pneumonia.

The store of McKenzie Brothers, Thamesville, Ont., was broken into twice in two weeks, recently, and men's wearing apparel to the value of several hundred dollars stolen. It is believed that both robberies were committed by the same persons.

Begg & Co., Hamilton, have secured the sole and exclusive representation in that city of Semi-Ready tailoring. The Semi-Ready Co. is following out its announced policy of a few years ago, to retire altogether from the retail business and to devote its entire energies to tailoring for the best firm it can find in each town or city.

EMBARGO LIFTED ON AUSTRALASIAN WOOL

GOOD news for the knit goods manufacturers of Canada: the embargo laid by the British Government upon the export of Australian and New Zealand wool has been lifted, so far as this country is concerned, and thus a condition has been averted that threatened to cripple seriously the knit goods industry of this country, as well as spinning mills and all others that were dependent upon a supply of wools from these two countries, the chief sources of the raw material for the whole Empire.

For several months since the embargo was fixed by Great Britain, which bought up all the balance of the unsold clip in these two countries, not a bale of this stock has left Australia, and the knit goods manufacturers had been forced to cut down on the orders they could accept for next Fall, and were uncertain whether they could fill even those that were accepted. This condition applies also to woolen and worsted mills.

Cablegram From England

In answer to urgent appeals a cablegram has been received at Ottawa by the Deputy Minister of the Department of Trade and Commerce, Mr. O'Hara, from the Right Honorable the Secretary of State for the Colonies, which reads as follows:

> "With reference to your telegram of 16th February, please inform the Minister of Trade and Commerce that Government of Commonwealth of Australia and Government of New Zealand have been asked to facilitate shipment of wool bought before embargo. As regards further purchases wool, His Majesty's Government prepared to guarantee exportation from New Zealand and Australia of 7,500 bales New Zealand crossbreds and 16,300 bales Australian wools.
>
> "For present, no objection to wool being bought f.o.b. Australasia and shipped direct to Canada, but later it may be desirable that part should be shipped via United Kingdom."

The quantity of wool which will be released does not cover the full requirements of Canadian mills, but will go far to present a serious shortage.

This gratifying action on the part of the Imperial authorities followed upon the receipt of definite figures of Canada's needs that had been secured by Mr. Percy White, a wool broker, 52 Bay St., Toronto, who acted for the Department at Ottawa. The arrangement was facilitated by Mr. White's association with R. Hal. Sheppard, of Melbourne, one of the leading brokers in wool, skins and hides in Australia and New Zealand.

With some of their anxiety thus removed as to the handicap that Canadian industry would be subjected to as a result, Canadians can afford to some extent to sit back now and admire the comprehensive and statesmanlike coup that has been carried out by the Imperial authorities.

An Unprecedented Move

The scheme of the British Government in taking over the balance of the clip was something unprecedented. The basis on which this was done was by ascertaining, as Mr. White explained to MEN'S WEAR REVIEW, that "the average of pre-war prices extending over several years was slightly below 10d. per pound for the markets of the Commonwealth, and it was decided that an advance of about 50 per cent. on 10d. should be a fair and acceptable price to both buyer and seller. The price was then fixed at 15½d. Returns of actual sales in the various selling centres during the month of October to November 10, 1916, were obtained, and it was ascertained that the average of the whole of the wool sold during that period, which happened to be the highest market of the season, and which realized over 5½ millions of money, and comprised every class of wool, was under 15½d. per lb.

"The most intricate part of the scheme is the fixing of values, not for every clip, but for every description of which each clip is comprised," said Mr. White. "So that their task could be accomplished in a manner that would admit of large and small growers receiving exactly the same treatment and a fair and just price for their wool, a committee of wool experts was selected from the ranks of the regular buyers on the various markets, including our Allies, the French and Japanese buyers, and also the regular experts employed by the selling brokers, to arrange a basis of values that would be applicable to every description of wool that would be placed on the market.

Compiling a Costing Table

"This committee has grappled with the enormous task of compiling a bareme or costing table. No such comprehensive table of quotations, yields and values has ever before been compiled in the wool trade, and it is doubtful whether such disinterested and highly valuable information could have been procurable and tabulated had not the exigencies of war stirred the patriotic sentiment of buyers and sellers and prompted them to give their best to ensure the just and equitable apportionment of the proceeds of the largest transaction in wool on record."

What is the object of the Imperial Government, it has been asked, in taking control of this enormous quantity of wool? One of the leading knit goods manufacturers in gave England practically a monopoly in the finer wools that would offset the control of the United States over the raw cotton supplies of the world, and tend to keep exchange more favorable.

The act also ensures sufficient raw material for the manufacture of khaki, underwear, hosiery and other goods not only for her own soldiers, but also for the Allies, and modifies the cost of these to a certain extent.

Mr. White is ready to give particulars to any Canadian manufacturer on a method of dealing direct with the Government. He explained the immense importance of the Australasian wool clip to the world trade, the total clip in the past year being 767,141,914 lbs., against 121,200,043 of the United Kingdom.

SUITS & OVERCOATS

SOME NEW OVERCOAT MODELS DESCRIBED

The Fur Collar On An Ulsterette a New Arrival—The Trench-Coat Seems the Thing — Something About the Boys' Suits

DELAYS in delivery of cloth, labor difficulties, and other problems with which the clothing manufacturers are face to face, have made it impossible for Fall samples to be rounded into shape as early as in other years. As a result, travellers are now going out with somewhat incomplete ranges. There are exceptions, of course, but on the whole dealers will see only a partial line during April—other models being taken to them during the later Spring months.

Yet the designers have got enough in shape to give a splendid idea of what can be stocked by the dealer. MEN'S WEAR REVIEW has seen a number of the new models, and a word on some of these will doubtless be of interest and of value—there's nothing like knowing what is coming a little before it arrives.

Some of the Trenchers

A good deal has been said about the Trench coat. Let a little more be told of this style of overcoat, however, for beyond all question it will be a big feature for Fall.

One of the new overcoats with fur collar which seems sure to have a good run. This model shown by J. Elkin & Son.

Now, as some firms are making this coat, it is little more than an ulster, with an encircling belt to tighten it at the waist. It is a fine, rough weather covering—very suitable to the Canadian Winter, and for this reason, as well as for the fact of its newness, it is considered certain to have a big year.

One model seen has a big buckle in front, which enables the wearer to gather the coat in tight at the waist, or to let it hang freely.

Another model is more like a pinchback—pleats at the back, both below and above the belt—and this belt, held by straps in front as well as at the back, being provided with buttons. On the cuffs of this model are straps, adjustable with buckle and eyelet holes. The pockets are of the patch variety, slanting. This is a single-breasted coat, with semi-convertible collar, 3½ in. in width. It is made either quarter or full-lined.

Still another Trench coat model is single-breasted, buttoned through; belted all round, with buttons to fasten the belt. It is cut on box lines, and is vented high at the back—to within 3 inches of the belt line, in fact. This model, too, has adjusting straps on the cuffs. The pockets are patch.

A similar coat has vertical pockets, and is not pleated to fit so snugly at the waist.

A Rival for Favor

But the Trench coat will not reign alone—not by any means. Ulsterettes seem sure to be strong, these tending to more form fitting lines than formerly.

A novelty will be an ulsterette, with fur collar. The models we have seen have pinches, both below and above the belt, which is sewn down at the back, and does not show under the arms in front. The collar is of seal—real or artificial, as is desired. It will be obtainable as low as $15 wholesale, going up to $25, and, of course, much higher for the better furs.

A striking model this. In the States such a coat proved a winner last year. It will probably find many friends in Canada during the coming Winter season.

A convertible boys' double-breasted model, presenting interesting points, has patch pockets, is cut on close-fitting lines, and below the half belt is an inverted box pleat. Here, too, are seen the straps on the cuff, which are evidently going to be popular.

Another boys' model in the ulsterette style has a box pleat running up from the sewn-down belt—this to the end of giving complete freedom of movement. The model is to be secured at prices ranging from $7 up, wholesale.

Inside Bellows Pockets

Getting back to men's coats, mention should be made of the inside bellows pockets shown in some models. One possessing this feature is in single-breasted style, having peak lapel and either self or velvet collar. At the back there is a centre box pleat up from the waist-line belt, two side full depth pleats, and two pinches below the belt. The inside bellows pockets are believed to safeguard against any sagging, as is the danger with the patch style, no matter how careful the designing.

A conservative three-button model, with soft roll front. Shown by E. G. Hachborn & Co.

Still another men's model is in double-breasted, semi-convertible style, finished with a little tab of the same goods on the collar end, to enable snug buttoning. The belt is three-quarter, and at the back an inverted box pleat runs to the bottom of the skirt. This model has the French form back.

A Trim Walking Coat

A model which will be a foil for the Trench coats is a double-breasted walking length, 39 in. to be exact. It has narrow, rather peaked lapels. The coat seen was of grey Oxford, with velvet collar. A close-fitting coat it is, with double gores at the front, inside bellows pockets, is finished with single-stitched edges, having raised seams to correspond. An exceedingly neat model this.

So much for overcoats. It is rather difficult to make the distinctive features stand out by mere description, but perhaps the general tendencies have at least been made clear.

A word about boys' suits.

One of the Newsboys' Styles

One model, which is expected by its designer to meet with great favor, is cut with a pleated back—this pleat running from the yoke down to the belt, being 4¾ inches wide at the yoke and an inch narrower where it joins the belt. There are slight pinches running down from the yoke on either side of the pleat, also up from the belt. Below this belt, and directly under the pinch above the belt, is an inverted box pleat of 1½ inches, extending to the bottom of the skirt. There is a half-cuff finish. The belt is in three pieces, the back part stitched down and the sides loose, fastening in front with button, just closing fairly. The model has three outside patch pockets.

Generally, it appears, there is a tendency to narrower lapels in boys' models.

BRITISH KEEN FOR EXPORT

Well-known Knitting Firm Sends Representative to Canada—War Orders and Regulations

A REPESENTATIVE of R. Walker & Sons, Leicester, England, makers of Wolsey underwear, passed through Canada recently and left to report to the British Counsul at New York—under the strict regulations governing all who leave that country now.

Mr. Floate had an interesting story to tell MEN'S WEAR REVIEW of industrial conditions in England, but nowhere is there a sign—however heavy the obligations on the mills to provide sinews of war—to default a tithe of their hold upon the markets of the world.

Where male help is all-important, as in the spinning industry, conditions of output are bad; in knit goods manufacture, however, it is mainly female help that is required, and his own mills, Mr. Floate said, had increased their output from 4,000 to 6,000 dozen garments a week.

"There has been a great increase in the demand for underwear and hosiery since the war, owing to the heavy purchases made by relatives for the soldiers."

So far as war work is concerned, there is no alternative: every mill is compelled to take its share, at a price determined, practically, by the Government, for each new contract, and the mills are even told where they must buy wool or yarn, and the price now fixed for this.

An inspector, or as he is called in England, a "viewer," is in charge at each factory, and a severe test is made, so that not more than two ounces of underweight is allowed in a dozen garments.

Mr. Floate was amazed at the big stores in Canada, strung across the country. He visited St. John, Montreal, Toronto, Ottawa, Hamilton, London, Winnipeg, Calgary, Edmonton and Vancouver.

U. S. Cotton Direct From Egypt

The prohibition of the export of raw cotton from the United Kingdom will reduce all American imports of Egyptian cotton. Much of the $28,000,000 worth of the Egyptian staple bought by American purchasers last year came through Liverpool. Officials expect shipments will soon be started direct from Egypt. If necessary, Sea Island cotton may replace the Egyptian product in the manufacture of automobile tires, thread, tape and underwear in the United States.

Cardwriting Made Easy

by R.T.D. Edwards

EDITOR'S NOTE.—With this article, Mr. Edwards enters upon another phase of show card writing. The Edwards series started in MEN'S WEAR REVIEW a little over a year ago. To state that it has been a success is putting it mildly. It is quite safe to say that of the many series which have appeared in MEN'S WEAR REVIEW, the Edwards series is undoubtedly the best. It has created a wider degree of interest than any other series ever prepared for a Canadian trade paper. Not a few of the best card writers who have developed during the past year, and who now hold good positions, owe much of their success to the Edwards course in this paper.

SOMETHING NEW FOR THE CARDWRITER

WHEN starting this new series of show card writing articles, it was decided to endeavor to give a new style of lettering for show card purposes, in each lesson. The alphabets will all be good, practical styles of alphabets and though formed speedily, such as can be used by the most exclusive stores.

In order that the pupil may have an opportunity to practise with both pen and brush, the lessons will alternate in using pen and brush lettering. Last month the style of lettering was an upright brush stroke, this month the lesson is executed with a round-writing pen. The use of the pen has been demonstrated and thoroughly explained in previous lessons, but for the sake of recent beginners of these lessons, a few words as to their description and method of their letter formation is quite in order.

These pens are made of steel and have a very broad point. Eleven different widths are made, but all that a cardwriter needs is about two or three sizes. 1½, 2 and 2½ are the most popular widths. Ink retainers made of brass are sometimes used on these pens to regulate the flow of ink. On account of the war these are not obtainable; however, the pen can be worked successfully without them. These nibs can be obtained for fifteen or twenty cents a dozen.

The pen has a broad point. The heavy stroke of the letter is made by using the pen with its full width and the narrow stroke is obtained by using it sideways with the narrow side of the pen. The principle of the letter formation is more easily understood from practical work.

The pen must be cleaned after work is done, or it will become clogged and recult in an uneven flow of ink.

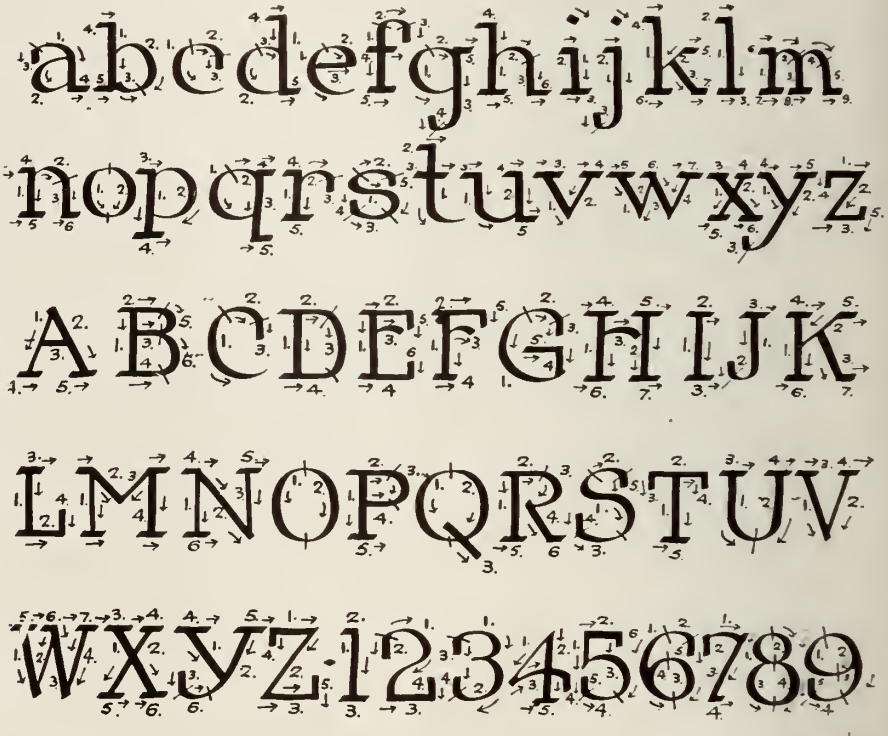
Use a good black carbon ink for this pen work, not the kind of show card color used for brush work, but the kind usually used for engrossing. This ink may seem expensive, but it goes a long way and does a great deal more work than the same quantity of brush color.

The alphabet taken up this month cannot be called a Roman letter or an Egyptian style. We will call it a "heavy spurred round-writing pen alphabet." This is an excellent style for all classes of show card work, because it can be formed with a brush, as well as with the pen.

Spatter Work

As has been stated before in these columns it is not necessary to have an elaborate and expensive outfit to become a proficient cardwriter. There are many little devices which, when executed carefully, are most effective and cost next to nothing.

This month we are giving you an insight into one of these which will enable you to make exceptionally attractive show cards with tools you already have at your hand. This work is called "spatter work," and the main tool used is an ordinary tooth-brush. This is not a new idea, by any means, but it is, nevertheless, a good one because the ideas which can be worked out with it are very effective, almost unlimited. The method is very simple. The idea is to make a stippled or speckled effect on the show card. This is accomplished by dipping a small square-faced stick,



KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK

KANTKRACK Collar sales prove that they give satisfaction

Forrest
13 to 17

Grant
12 to 18½

Lamon
14 to 19

The bed-rock quality of KANTKRACK Collars has never changed. But in style, in fit, and in finish they have always exceeded what is generally thought possible in a composition collar. Linen collars have no advantage over the KANTKRACK. All modern styles are obtainable.

KANTKRACK Collars leave nothing to be desired. They are made to be worn by all. The dull appearance is almost unbelievable—it cannot be distinguished from a linen collar, yet it combines comfort and service together with this feature making it the necessary "complete transaction."

Show him KANTKRACK Collars made in

"ONE GRADE ONLY AND THAT THE BEST."

Hamilton
12 to 18½

Arad
12 to 19

Rond
13 to 18

Remember the Three K K K When Ordering Composition Collars

The Parsons *and* Parsons Canadian Co.

Makers of the famous KANTKRACK *composition collars*

HAMILTON, CANADA

KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK

We feature the Latest Styles from the World's Fashion Centres

Excellent Value in Women's Neckwear for Spring

Values and Good Service are our Leading Features

about six inches in length, into the ink and rubbing it across the ends of the bristles of the brush, thus causing the ink to be thrown in small drops. Various colored ink can be used in order to work out different color combinations. One point to remember in this respect is to use a different brush for each color, as the tooth brush cannot be washed out successfully because the inks used are either waterproof or made from aniline dyes. For black color use the same ink as you used for pen lettering and for colors, get a good waterproof color or colors used for air brush purposes. These can be secured at art supply shops.

The spatter of ink thrown from a tooth brush cannot be guided as easily as an ordinary lettering brush, so a method must be devised to get the spattered effect in the desired place. This is done by means of a mask or stencil cut out of stiff manilla paper or heavy cover paper. After the stencil is cut it is best to give it a thin coating of shellac. This makes a paper much stiffer.

First select the desired pattern, then draw it on the stencil paper and cut out with sharp knife. The knife must be exceedingly sharp to get the best results. A mat cutter's knife is best and is kept in best condition by the frequent use of an oil or wet stone. When the stencil is cut lay it in the desired place on the card and weight it down with small slugs or by push pins. Make sure that all the edges hug the card closely.

When all is in readiness, dip the stick into the ink and place the end of the brush near the card. Draw the stick gently across ends of the bristles from the front to the back. This will cause a fine spray to be thrown onto the card. Take care to apply the color evenly. The effect thus

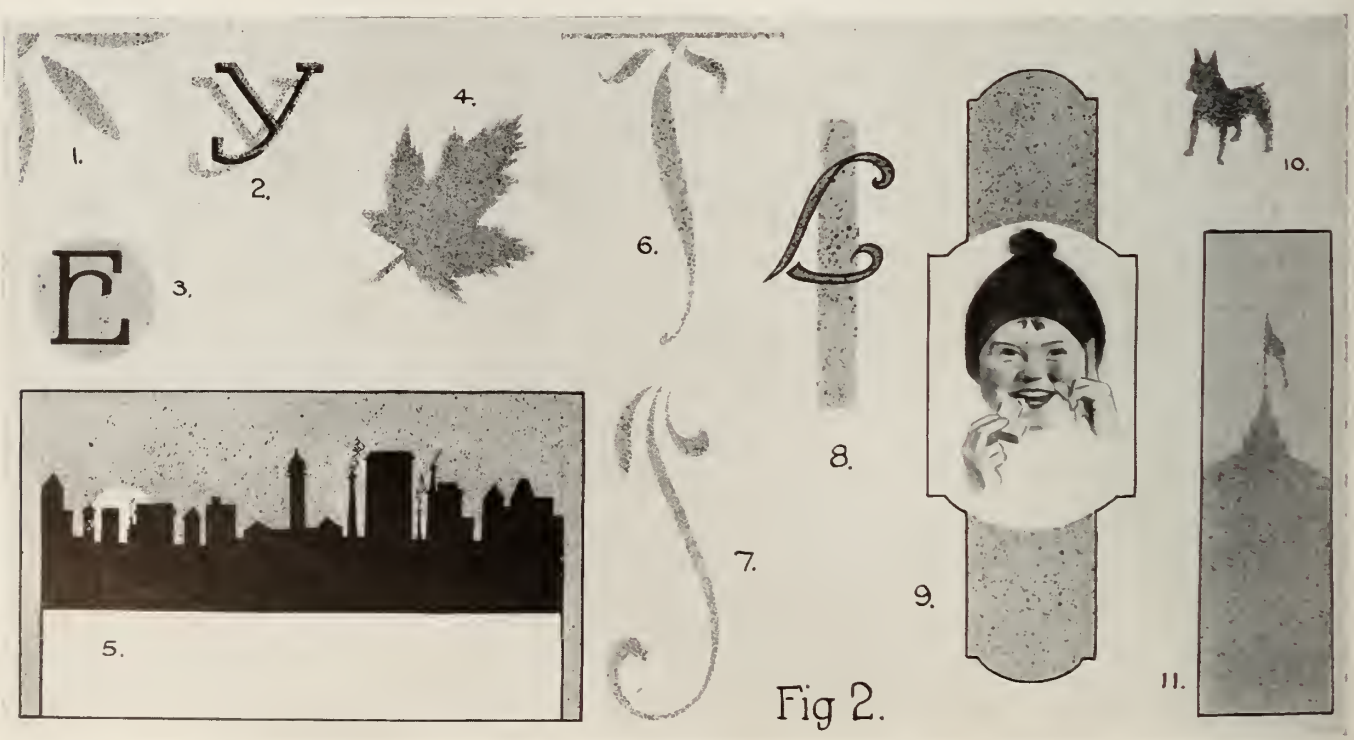


Fig 2.

Feature these Snappy Boys' Suits

They're the kind you're looking for—the kind that gives unstinted satisfaction to the wearers and to the parents as well. In material, designing and correct tailoring this juvenile line stands absolutely unrivalled. Every model is made with the "fashion-finish" which has made the name "Coppley, Noyes & Randall" the synonym of top-notch style and value.

Proper Clothes

—that's the name, and it is an appropriate name—for they are proper, and then some. We know the "essentialities" of satisfactory boys' clothing. We know what the wear and tear, the romp and tussle of healthy Canadian boyhood means, and we tailor accordingly.

The boys' trade is more than usually important now. Prevailing conditions have given the boy increased earning powers and he is going to dress accordingly. Plan to get this trade. Put your boys' clothing department on a bedrock foundation of sales-getting and profit-making by stocking Proper Clothes — the line that makes permanent customers.

MADE BY

Coppley, Noyes & Randall, Limited

HAMILTON, ONTARIO

obtained is of a stippled appearance. Various colors can be used, according to the color scheme to be worked out—blue for sky, green for trees, etc.

Fig. 2 gives a few of the various ideas which can be worked out for different show card purposes.

No. 1—For corner pieces on the show card, is excellent. Four of these should be used on the same card with a pen ruled border. Many various ideas can be worked out for corner designs that make very attractive cards. Different colors may be used.

The various styles of fancy capitals which can be formed are almost unlimited. No. 2 shows the letter "Y" worked up with a shadow, all from the one stencil. After

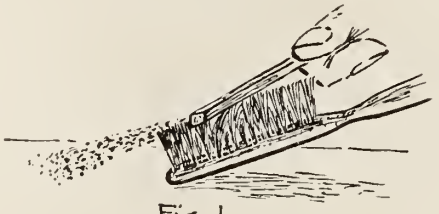


Fig 1

cutting the stencil, place it in desired position and give it a light spatter, then move the stencil a little higher up and to the right and make a heavier spattered impression. Thus you have the letter with a shadow all with the same stencil. The solid black is put on after the spatter work is dry.

No. 3 also shows a simple style of illustrated capital. This stencil is just a plain round cut out, with the E drawn on with pen or brush, in black. Any desired color may be used for the spatter work.

No. 4 is a spatter drawing of a maple leaf. This is excellent for this time of year, and should be worked up with a leaf green shade. In the fall of the year even better effects can be obtained by combining red and yellow. Care must be taken to see that this stencil lies flat on the card, on account of its various points.

You often make long, narrow, upright cards with little wording on them. These sometimes need an extra touch to finish them properly. In No. 6 and 7 we have what is called end pieces. These should be placed in the centre of the card near the bottom. This gives a finished appearance to the card. Many various designs can be used or color schemes worked out.

No. 8 gives another way in which fancy caps can be made by spatter work with the tooth brush. The long panel is put on first in a light shade. The L is then put on in a darker shade and outlined afterwards.

Spatter work is useful for giving variations in background for mounted cut out illustrations. Any light color can be used as long as it harmonizes with the rest of the card and cut out, No. 9, shows a plain design. Many others can be formed with good effect.

The bull dog illustration is just a sample of effects which can be obtained. If you do not wish to expend the time in making a drawing such as this, obtain an illustration from a magazine and paste in on stiff paper, and when the paste is dry cut out with sharp stencil cutting knife. Many other drawings can be obtained in the same way and in a very short time. There is one point to be remembered in selecting illustrations for spatter work and that is they must have a good outline which shows the features.

No. 11 shows an effect which can be obtained of different building or skylines. This one is a dome of a building showing the flag and flag pole. Two stencils are used for this drawing. One for the sky and one for the darker portion of the drawing. The whole is outlined with a pen stroke in black. Use pale blue for the sky and dark blue, brown or black for the remainder.

No. 5 may look quite difficult, not as far as stencil cutting, it is quite simple. First, draw in the entire silhouette with pen and black ink. When this is dry, cover all the card but that portion you wish to spatter. It does not matter if the black drawing is covered up or not, because the spatter will not be noticed on it. Make a small round stencil to get the sun effect as shown.

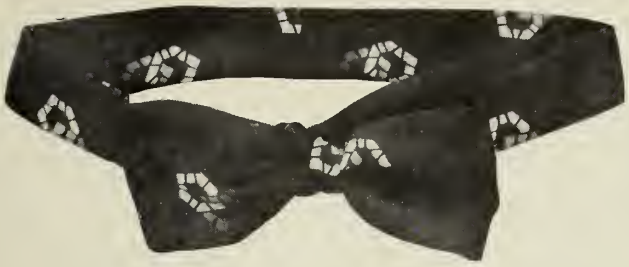
These few illustrations serve only to give an idea of the many effects which can be obtained with the help of a tooth brush. These are only the simpler flat stencil work. More complicated work will be taken up in a later lesson.

The finished cards here shown serve to give the reader an idea of how the spatter work looks when ready for use. They also show this month's new styles of lettering put into use.

Spring Display
1917
Featuring Many New Styles

Let Us Put Your Lawn Mower in good running order

Surprisingly Good Values which help to bring down the High Cost of Living



CREPE FAILLES

We believe we are showing the biggest range of Crepe Failles to be offered the trade this season.

We have exclusive right on the patterns herewith shown, and on all our other offerings in this popular line.

You will find what you want in our samples.

WILLIAM MILNE

50 York Street, Toronto

For the "regular" man, or the boy in his first "long pants" suit

we have the winning style and value offer of the season.

Let us convince you of this. Don't wind up your new season's buying plans without getting acquainted with what we are offering in real eye-catching, sales-getting suit values. Material, design, tailoring—every essential necessary to create unstinted customer approval is embodied in each and every model. There is nothing doubtful, nothing that would in any way tend to lower the quality reputation of our goods which means so much to retailers stocking them.

In Overcoats

we are featuring some very classy models, combining every correct style attribute without being in the least bit foppish or extreme. The variety is sufficiently graded to enable the dealer to meet the requirements of every taste.

Plan for bigger things in Fall Overcoat selling. Look into our proposition. Our travellers are at your service. A postcard will arrange a call for you, or if you prefer, we'll send you samples.

Imperial Clothing Mfg., Co.

217 Richmond Street West

TORONTO

The New Way System

The New Way Revolving Wardrobe

You are losing money without it.

The New Way System takes care of every department with Revolving Wardrobes, for Clothing, Hats and Furs and Unit Fixtures, for all lines of Furnishings.

The new clothing department of Dunfield & Co., Toronto, as described in this issue has just been equipped with the New Way System.

Let us send our representative to explain.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

OUR LEADER

CHINCHILLA
Navy Grey Brown
Sizes 3—10 Years (Full Sizes)
$2.50, plus Duty

Levinsohn Bros. Co.

4-6 Washington Place, New York

BOYS' *and* JUVENILES' CLOTHING

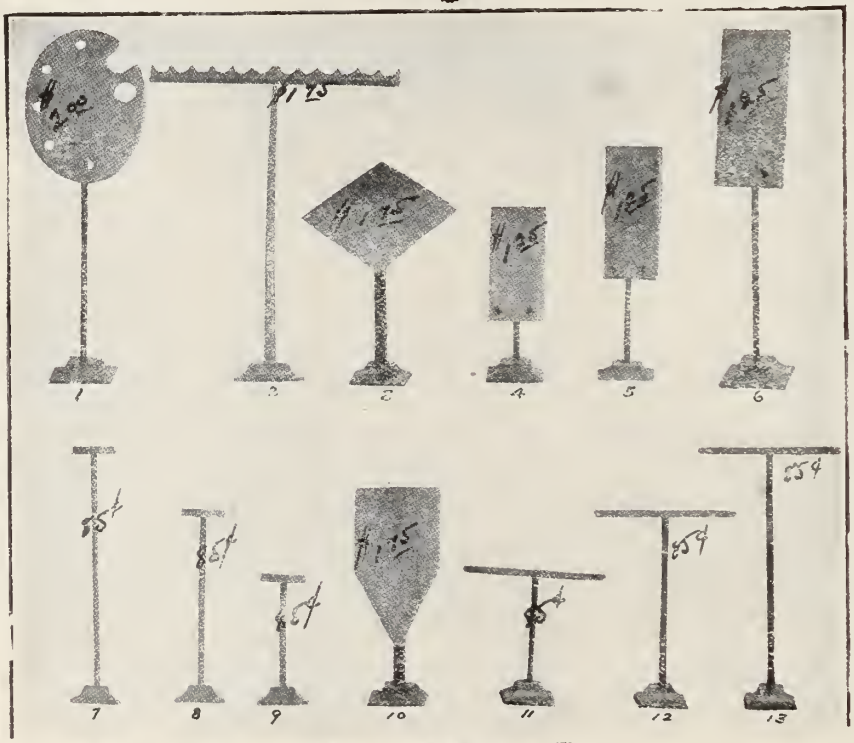
Boys' Suits, 8—17 years - -	$2 25 up
Boys' Corduroy Suits, 8—17 years,	$2.75 up
Boys' O'Coats, 9—18 years - -	$4.12½ up
Juvenile O'Coats, 3—10 years -	$2.25 up
Juvenile Novelty Suits, 3 - 9 years,	$1.62½ up

Write for Samples to Canadian Representative:

R. Johnston

35 Wellington Street West, Toronto

Taylor-Made



Taylor Wood Display Fixtures

—the very thing that every window man will appreciate. They offer a splendid scope for individual and attractive display.

Every fixture is finished in new Fumed Oak. Ready for *Immediate Delivery*. We make special finishes to order.

It will pay you to get in touch with our values and prepare for bigger Spring and Summer Selling.

The Taylor Mfg. Co. Hamilton Ontario

HAVE YOU SEEN THEM?

The

Wolthausen

New Samples

They represent the acme of desirable merchandise and fully maintain our reputation for stylish headwear.

Wolthausen Hats are always styled right to the minute and sure sellers.

Our travellers are now out.

The Wolthausen Hat Corporation, Ltd.

BROCKVILLE, CANADA

MONTREAL
Mappin & Webb Building

TORONTO
28 Wellington West

If any advertisement interests you, tear it out now and place with letters to be answered.

You'll vote them the smartest Caps on the market

And your customers will quickly perceive the top-notch style, quality and finish that have made

THE BOSTON CAP

a confirmed favorite with the most particular dresser.

We have long set the pace where good cap-making is concerned, and the additional facilities which our new premises at 338 St. Urbain St. afford means still better service and better all round satisfaction to our many patrons.

We want you to get acquainted with the selling certainties of *OUR NEW CAP ASSORTMENT FOR SPRING AND SUMMER.* A card will connect you.

Children's Hat Samples also submitted if desired.

Boston Cap Company

Wholesale and Retail Manufacturers of Hats and Caps

NEW ADDRESS: 338 St. Urbain St., Montreal

New Forms to Stimulate Your Clothing Business

Men's Coat Form at Left.
Sateen Covered, as cut.....$8.00
Black Jersey, Covered 6.00
Add for Arms 1.50
9 in. Base—The New Non-Scratch Weighted Wooden, Mahogany finish—or Metal, Ox. Copper if desired.

Vest Form at Right.
Sateen Covered, as cut $5.50
Black Jersey Covering 4.00
7 in. Base.

Herewith we show two recent additions to our stock. The shaping is such as gives the right hang to the New Clothing Models. These forms, and our others, will enable you getting the effects you want.

Quick action will get individuality and quality into your display

A. S. Richardson & Co.

99 ONTARIO STREET - TORONTO

THE WINNERS

POPULAR

NECKWEAR

(TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED

301 ST. JAMES STREET, MONTREAL

Make your Boys' Department a source of profit and customer satisfaction by selling

Lion Brand Bloomers

Quality, Fit and Durability unequalled. Pleases the little wearers and their parents.

A post card now will connect you with the biggest values obtainable in boys' bloomers. Send it.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Goderich Exeter Seaforth

One sale of
Imperial Underwear
makes a steady customer

That's a straight fact. The quickest and surest selling points, the points that appeal to men of particular taste are all at your disposal in the Imperial Line. Just to mention a few—

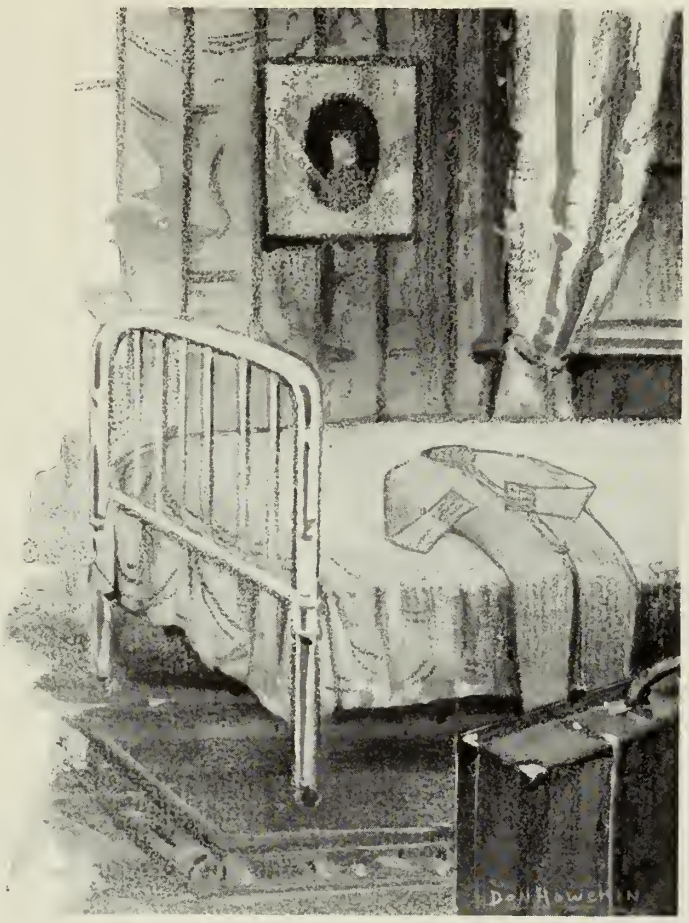
Lap-Seam Shoulder, Comfort-Fitting Collarette, Snug-Fitting Flap, Closed Crotch, Improved Knit Cuffs and Anklets.

The man who has been fighting the old body-binding discomforts of the ordinary underwear line will find "Imperial" truly delightful.

Suggest Imperial to every Underwear buyer. Made in combination and two-piece suits.

Write to your jobber for sample

Kingston Hosiery Co.
Kingston, Ontario



We are well stocked for Spring and Summer

For Fall have orders for Dressing Gowns, Hosiery and all Knitted Goods well placed at prices under to-day's, and many lines on way made only by the manufacturers we represent.

Young & Rochester's Shirts in Flannels, Taffetas and English Oxfords; Dressing Gowns, House Coats and Vests.

Tress & Co.—Hats and Caps, Military Service Caps and Helmets. The "Tress" Cap for sports is in a class by itself.

Two Steeples', Ltd.—Hosiery, Underwear, Knitted Coats and Suits.

Here are some scarce lines—Gabardine "Aquatite" Coats, Trench Coats Llama Half Hose in Black and Khaki.

MILITARY ACCESSORIES

Get our prices for Fox's Puttees, "Soldiers' Friend" Polish, Kit Bag Handles, Locks, English Spurs, etc.

Khaki Plain and Ribbed Wool Socks, $4.50. Dark and Midgrey Wool Socks, $3.50. For these lines of socks we strongly recommend placing orders, as early as possible.

Wreyford & Co.

Wholesale Military Outfitters and Mfrs.' Agents
85 King Street West Toronto, Canada

Sell More Shirts

The Dale Half-Bust Form Shirt Displayer will help you. It takes up little space—just the thing to make that bare corner attractive. The model here illustrated is mounted on a handsome square base with adjustable tube standard allowing many different heights and angles.

Dale's Half Bust Form Shirt Displayer for Plaited, Stiff Bosom and Ratine Shirts.

OUR COAT FORMS

The natural curve to neck ensures perfect fit.

Dale Wax Figure Co., Limited
106 Front St. East, Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

We'll Prove It

GIVE us a chance to prove to *you* that you can make money by working our plan. Hundreds of men and women in Canada are making splendid salaries by working for us a few hours each day. Why not learn all about it?

If your regular position isn't producing enough money to take care of a few added luxuries—our plan will fit in splendidly, giving you as *much* extra money as your spare time will allow for. The more time you devote to the plan the more money you can make. To learn all about it—drop us a *Post Card,*—back to you by return mail will come full particulars. This will not obligate you in any way. Simply say, "Send me full particulars of your money-making plan."

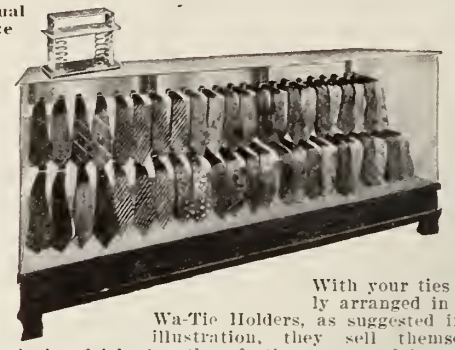
Name.....

Address.....

The MacLean Publishing Co., Limited
143-153 University Avenue - Toronto, Ontario

Tie Merchandising Simplified with Onli-Wa-Tie Holders

Actual Size



With your ties neatly arranged in Onli-Wa-Tie Holders, as suggested in the illustration, they sell themselves. This device fairly breathes forth economy, labor saved and the service-first idea.

ECONOMY—because you can buy your ties in bulk and save that extra charge for boxes.

LABOR SAVED—because your salesman will be enabled to make his sale, handling the ties but once.

SERVICE FIRST—because customers can be handled quickly, easily and efficiently.

Surely you cannot afford to overlook this opportunity to add to the appearance of your store and increase the quality of your service. Carry out the Onli-Wa Idea in your store and you will voice the same sentiments of thousands of our satisfied users: "I don't see how I sold ties without them."

Made of brass, nickel finish and highly polished, with a felt-covered base to prevent the scratching of the glass cases.

$2.50 per dozen f.o.b. Dayton. Satisfaction Guaranteed. Order now.

ONLI-WA-TIE HOLDER CO.
DAYTON, OHIO, U.S.A.

FOR THE MILLIONAIRE

Made in Canada

"Everyman's" TRADE MFD BY DAVIS BROS MARK

For Canadians

FOR THE MILLION

Corduroy Pants

In Popular Shades of

Drab, Mid, or Golden, Brown, and Dark Brown.

Made with cuff bottoms in all sizes.

Prices from $2.75 to $3.50.

We have a limited quantity of these Corduroys for immediate delivery.

DAVIS BROS.
MANUFACTURERS
HAMILTON - - ONTARIO
Makers of full range of Men's Pants and Boys' Bloomers

The "LONCO"

Here is a very popular style for Spring and Summer. It has "snap and go" that appeals particularly to the young fellows.

Made in Serges, Tweeds, Checks and Plaids in various grades.
$9.00 to $15.00.

Write for sample of the "Lonco."

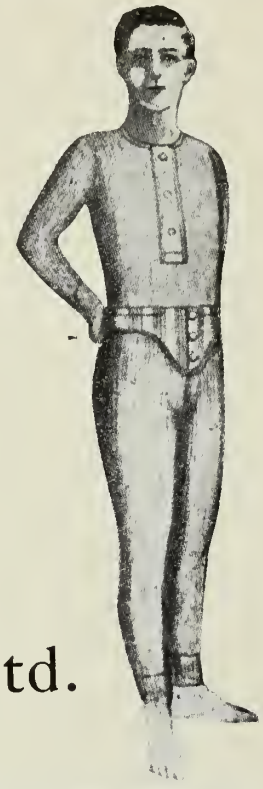
London Hat & Cap Mfg. Co.
324 Notre Dame Street West, MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

High Grade

MAPLE LEAF UNDERWEAR



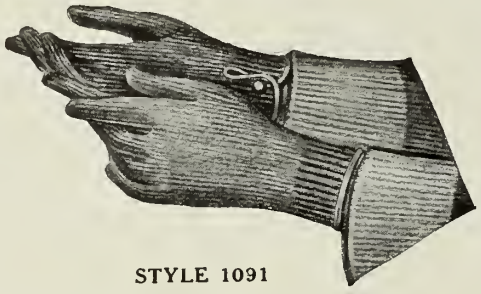
This brand has been a splendid seller for the past few years. It is a good brand for stability in sales and a builder of thriving underwear departments. It gives the acme of comfort, fit and wear.

Order Maple Leaf Brand through Messrs. Woods & Howard, Coristine Building, Montreal; or R. W. Waterhouse, Ingersoll

Thos. Waterhouse & Co., Ltd.

Ingersoll, Ontario

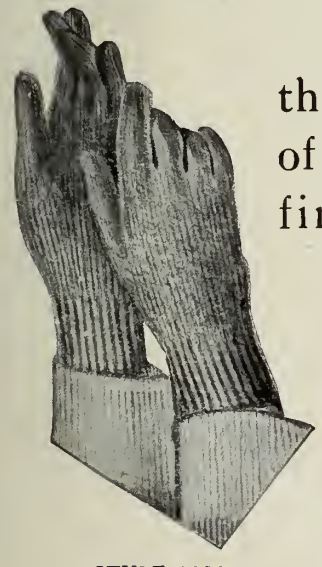
A Superior Line of Scotch Knit Gloves



STYLE 1091

Leather-bound Cuff with Dome. Men's sizes in Heather, Oxford and Khaki.

$8.00 per dozen.



STYLE 1090

Plain Knit Cuff. Men's sizes in Heather, Oxford and Khaki.

$7.00 per dozen.

that excel in points of workmanship and finish. Beautiful, soft finish is obtained by special new process. Send us your order now for Fall, 1917, delivery.

AVON HOISERY, Limited

STRATFORD, CANADA

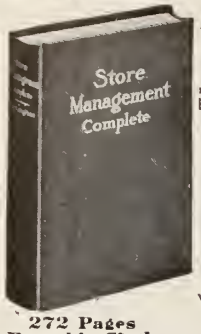
Selling Agents: RICHARD L BAKER & COMPANY

100 Wellington Street West, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

READY FOR FALL

Among our splendid ranges we would call your attention to our $10.50 Shirt in Fast-Colored Percales.

These are made with Soft or Stiff Cuffs—Detachable Collars extra.

Ask to see our Samples.

THE COLONIAL SHIRT CO.
KITCHENER, ONTARIO

The Boy operates it

SUCCESSFUL MERCHANTS
BALE THEIR WASTE PAPER

Because it eliminates the fire risk—Keeps premises clean and tidy—Turns Waste into Profit.

A SIMPLEX
PAPER BALER

Strong Simple Efficient

will prove to you in the first month the best investment you have ever made in the way of a fixture.

Combines the essential features — **Efficiency, with ease of operation.**

None as good for less—none better at twice the price. Write and we'll tell you more about it.

GENERAL SALES COMPANY
203 Stair Building - Toronto

LARGEST CANADIAN DEALER
ADEL 760
WASTE PAPER
E. PULLAN TORONTO

CONDENSED ADVERTISEMENTS

TRAVELLER NOW CALLING ON HIGH-CLASS MEN'S TRADE in Toronto is desirous of securing a side line. First-class references. Box 292, Men's Wear Review.

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

"DOMINION" RAINCOATS

Made in Canada

TWO of the new garments we are showing this season. These are worthy representatives of a range of styles and values that cannot be duplicated within your reach.

BELMONT

WINSTON

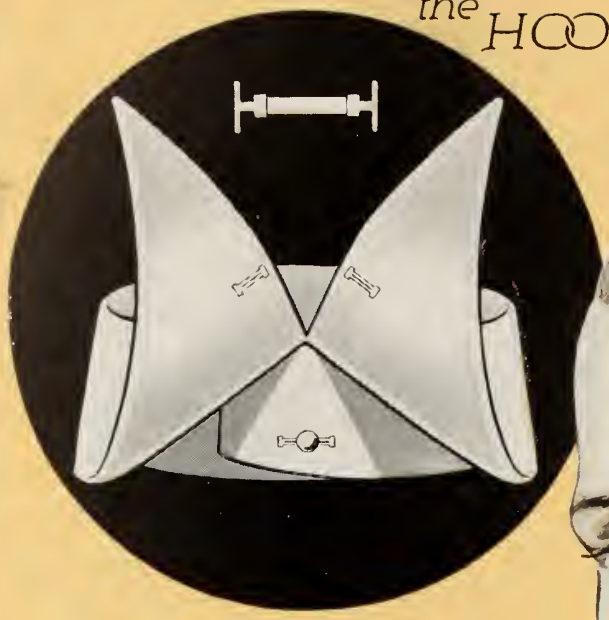
For price lists and further information, write our nearest branch.

Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE - MONTREAL

Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Brantford, London, Kitchener, North Bay, Fort William, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver, Victoria.



the HOOK ready to adjust under tie

NO WRINKLING HERE

the TOOKE SOFT COLLAR HOOK

a new idea that eliminates unsightly wrinkling, button-holes & pin-holes, bringing the collar points down into their correct position

the HOOK adjusted under tie

TOOKE BROS · *limited* MONTREAL

WRITE FOR SAMPLES

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VII. PUBLICATION OFFICE: TORONTO, MAY, 1917 No. 5

ARROW

form-fit

COLLARS

CLUETT, PEABODY & CO., INC., *Makers, Montreal*

Broadway

Clothes
for exacting men

Meeting the demands of the Style-wise

is often a problem. Fashion sets a fast pace these days and dealers must of necessity connect with a house of established leadership in this regard if they would keep abreast of the times.

BROADWAY MODELS

are always a little ahead of prevailing styles. Our experts, past masters in the art of creating and perfecting original clothing ideas, are ever studying the trend of popular fancy, which accounts for Broadway style being the acknowledged standard in the Men's Wear world.

The right stock is half the battle for better clothes sales. We offer you the right stock. Don't decide on your Fall clothing lines until you've seen Broadway values, samples of which our men are now showing. Your own good judgment will show you why Broadway Clothes are recognized as the culmination of style, fit and value.

Randall & Johnston

LIMITED

TORONTO

ENLISTED!

Another powerful ALLY for trade!

"DONEGALS"

The Hit of the Season in

"Paramount Cravats"

Why **Donegals"?**

Because—

"Dun-nan- G'al"

IRISH for "Fort"—meaning something with which to fortify your business.

"Donne Egal"

FRENCH for "Give Equal"
ENGLISH for "A Good Buy"
CANADIAN for "Fifty-Fifty"

meaning, of course, that they represent the utmost of value for every cent you will invest in them.

Bias Cut Bats
in Sport Colors.
So'id All-Silk Reps.
To Retail at 50c.

Wait for them!

Crescent Manufacturing Company, Ltd.
MONTREAL

We Stock

Men's, Young Men's, Boys' *and* Juvenile Suits.

SEE OUR SALESMAN

Helleur, Gariepy and Broderick, Limited

16 CRAIG WEST, MONTREAL

ALSO AT

53 Conduit St., Bond St., London
Warstone Parade, Birmingham
Bombay, Melbourne and New York
} ENGLAND

The J. R. GAUNT & SON (Canada Co.) Limited

ARMY and NAVY

Badges, Buttons, Swords, Caps, Helmets, Belts, Spurs

and

ACCOUTREMENT MANUFACTURERS

We had during 1916 disappointed customers in common with most manufacturers, owing to the scarcity of metal and labour trouble. We now beg to thank our customers for their patience in regards to deliveries and hope for the coming season that they will have no cause for complaint on their future orders.

Every requirement for Military or Naval Outfits kept in stock. Write us direct for particulars and prices.

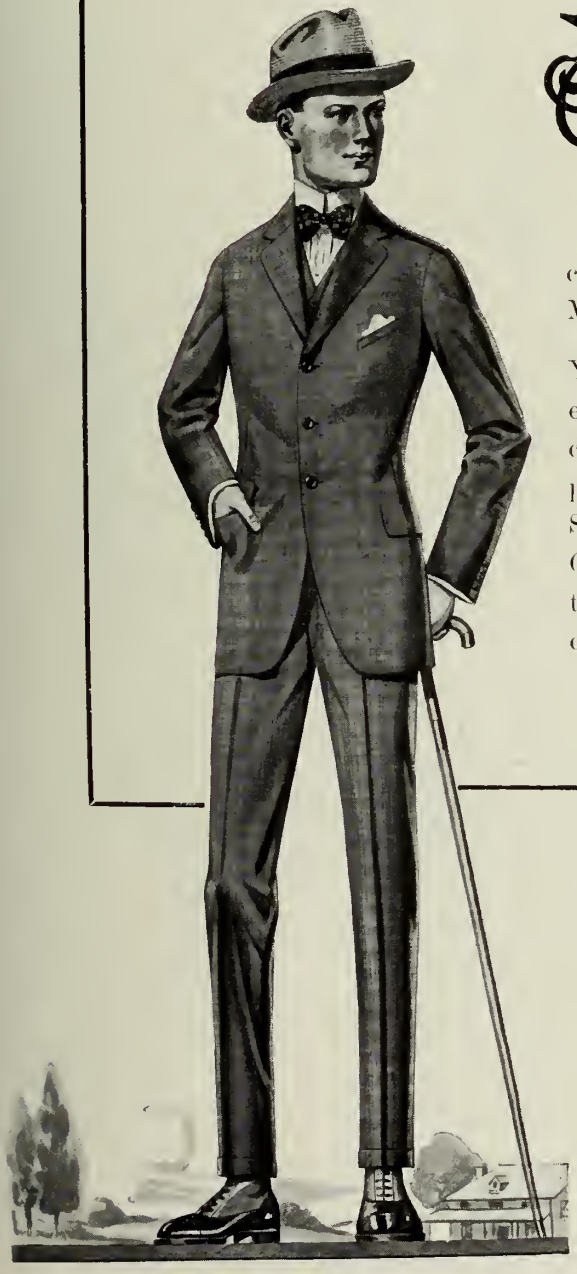
Beaver Hall Hill, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

—Offering you a marvellous range of values for Fall and Winter, 1917

These are unusual values—absolutely unbeatable values—made possible only by a combination of unusual circumstances.

About eighteen months ago, at the urgent request of the Government, we devoted the greater part of our time to the making of uniforms. Only a very little regular business was carried on during this period with the result that materials began to accumulate and though this caused us some little worry at the time it enables us now to give



Style-Craft
Tailored Clothes

customers the biggest values in the Men's Wear Clothing World.

You can't afford to miss seeing this offering. Prices have advanced in some cases 100% since these materials were purchased. Don't take our word for it. See the lines yourself and be convinced. Our representatives are now out with this big value line. Have one of them call on you at your convenience.

E. G. Hachborn & Co.
50-54 York Street
Toronto

Stifel's Indigo Cloth

For

Overalls
Jumpers
Uniforms

is the nearest approach to an indestructible garment cloth.

In a period of over 75 years its strong, firm weave and fast color have never been successfully imitated.

IT'S THE *CLOTH* IN YOUR GARMENTS THAT GIVES THE WEAR.

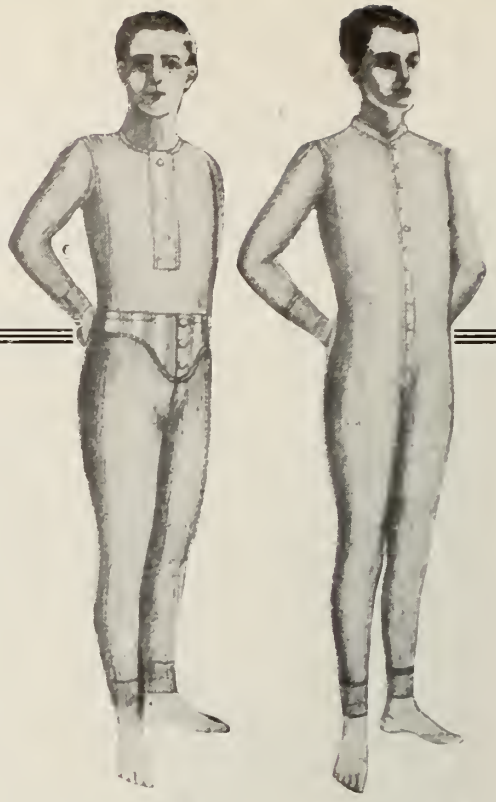
Protect your customers and yourself by being sure this little mark STIFEL'S REGISTERED is on the back of the cloth inside the garments before you buy.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers *WHEELING, W. VA.*

NEW YORK	260-262 Church Street
PHILADELPHIA	1033 Chestnut Street
BOSTON	31 Bedford Street
CHICAGO	223 W. Jackson Boulevard
SAN FRANCISCO	Postal Telegraph Building
ST. JOSEPH, MO	Saxton Bank Building
BALTIMORE	Coca Cola Building
ST. LOUIS	928 Victoria Building
ST. PAUL	238 Endicott Building
TORONTO	14 Manchester Building
WINNIPEG	400 Hammond Building
MONTREAL	Room 508, Read Bldg., 45 Alexander St.
VANCOUVER	Room 506, Mercantile Building



MAPLE LEAF UNDERWEAR

Makes Permanent Customers

All the necessary qualities that men of discernment look for in underwear are very evident in MAPLE LEAF—the lively, popular and permanent selling line.

If you are looking for underwear that will clinch you the custom of the particular men, you are looking for Maple Leaf. It's a line to specialize on. **Try it out.**

WATERHOUSE-WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

WOODS & HOWARD—Agents
MONTREAL

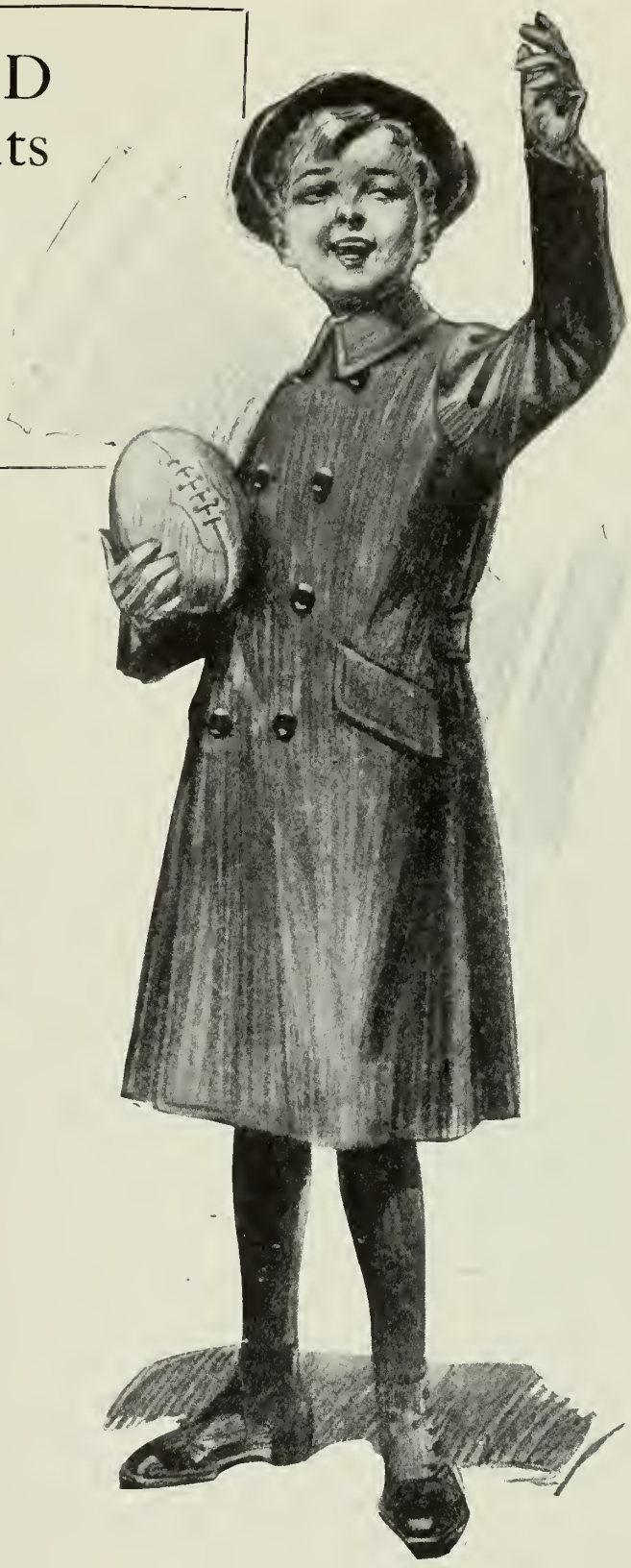
—OR—

Thos. Waterhouse & Co.
LIMITED
Ingersoll, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

AVENUE BRAND
Boys Suits AND Overcoats

Offer you unusual values for Fall and Winter selling. Style, Wearing Quality, Attractive Patterns and Neat Designing make this line the biggest money's worth on the Boys' Clothing Market.



Cover your requirements now.
We can make satisfactory deliveries.

The W. J. Keens Co., Limited

107 FRONT STREET, TORONTO

Successors to

C. M. GILCHRIST & CO., 107 Front Street, Toronto

Get your share of the Overall demand

—the **unusually** big demand which will soon be very evident as a result of the "Greater Production" campaign.

City people are arranging to spend their holidays on the farm. University and High School boys—and the girls, too—signify their intention of helping in the year's harvest work.

Think of the demand for Overalls arising from such a situation! For these people will need overalls—good serviceable overalls such as Carhartt's—the kind that gives satisfaction always.

Get your share of this profit-making new business. Ask us to submit samples of CARHARTTS FOR MEN and the New LADIES' "ALLOVER." They're sellers.

Hamilton Carhartt Cotton Mills

LIMITED

Toronto Vancouver Liverpool Montreal Winnipeg

If any advertisement interests you tear it out now and place with letters to be answered.

Two MILNE Ties

Our Neckwear
Line
is complete.

RANGES AT
$2.25, $4.25, $6.00
and $9.00

Fine goods are exceedingly scarce, but we have a wide range of *all-silk* Italian patterns. These are wonderful value.

See our range of printed failles, and all other prints. From these you can get exactly what you need in this popular line.

WILLIAM MILNE

50 York Street, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN OVERSEAS BADGES

We are the Largest Makers

in England of Canadian Overseas badges. Since August, 1914, we have cut over 500 dies for the Canadian Contingents.

APPROXIMATE PRICES:

Cap Badges—Maple Leaf, $8 per 100.
" " Numbered battalions, $12 per 100.
Collar Badges Maple Leaf, $8 per
" " Numbered battalions, $15 per 100.
Shoulder Titles—Plain Canada, $8 per 100.
" " Numbered battalions, $15 per 100.
Single numbers, 75c per 100.

We can give immediate deliveries of most badges numbered from 1 to 238. Special quotations on quantities. Write or cable for catalogue.

J. W. Tiptaft & Son, Ltd.
Northampton St., Birmingham, Eng.
Telegraphic Address, "Tiptaft, Birmingham"
Cable Code, A.B.C. 5th dition

See the new Wearbest lines that our travellers are now showing

As complete a range as we have ever put before you.

The newest and most attractive models in

Suits and Fall Overcoats

No dealer appreciating quick-selling value can afford to omit these trade-getters from his season's stock.

Notwithstanding unfavorable conditions we are in a position to guarantee prompt, satisfactory deliveries.

Silk-lined suits and overcoats. Just what the younger class like.

Make sure of seeing these big values. Style, Material and Moderate Price—everything to make a hit with your trade is nicely embodied in the Wear-best line.

See it.

The Wearbest Clothing Mfg. Co.

Manufacturers of Stylish Clothes for Men and Boys

149 Notre Dame Street West, Montreal

Fit-Reform

One of Our Spring Models

The Popular Pinch Back

1 Button Single Breasted Sack, Pinch Back, Very Narrow Shoulders, Form Fitting, Peak Lapels, Link Buttons on Front, Curved Patch Pockets.

FIT-REFORM

First and Foremost

Every reform in the bettering of Men's Garments in Canada, has been inaugurated by Fit-Reform.

The introduction of

—a system of sizes
—specialized tailoring
—guaranteed values
behind which stands our trademark.
—special measure department

all go to the credit of Fit-Reform.

This great organization has always been first in foresight and improvements—and to-day is foremost in the esteem of customers and dealers.

Our travellers are showing Fit-Reform styles for Fall and Winter, 1917-1918.

E. A. SMALL CO., LIMITED
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

CHALLENGE BRAND

An outfit like this, an Arlington Waterproof Collar and—good-bye big laundry bills.

But it's up to you to bring this fact to his attention. The Munition Maker, the mechanic, the clerk, the motorist, the sportsman—to these men and to countless others the *ARLINGTON WATERPROOF COLLAR* is indeed a boon.

> They need but be shown the Arlington with its hand-some stitched-edge effect and full linen finish to appreciate the wonderful value, the big money-saving proposition that this line offers them.

For no matter how greasy, dirty or dust-covered the Arlington becomes, a bit of soap and a damp cloth will instantly make it spick-and-span and snowy white.

Arlington Waterproof Collars are made in all the better styles—half sizes.

Order a stock to-day and draw the men's attention to the advantages of this cleanable collar for Summer Wear.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS.

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

HOSIERY

The first duty of the Retail store is to satisfy its customers

Give the people of your community quality and serviceability in their merchandise at a fair price, and you will cement their friendship to your store, because quality guarantees service, and service in the final analysis is the secret of satisfaction for the consumer.

The quality of Hosiery to-day is regarded more important by your customers than ever before. Why? Because most manufacturers to-day, particularly those who do not *trade-mark* their products, are forgetting quality for price. With "MONARCH-KNIT HOSIERY" in stock, the quality problem disappears. Remember, the *service* an article gives creates an impression that remains long after the price is forgotten. Build up your future Hosiery business with "Monarch-Knit," *a trade-marked line* with an undoubted reputation behind it.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's Women's and Children's Worsted Sweater Coats, Fancy Knitted Goods, Hosiery, etc.

Dunnville, Canada

F.O.B. DAYTON, OHIO, U.S.A.

ONLI-WA TIE HOLDERS

BECAUSE— **SERVE BEST**

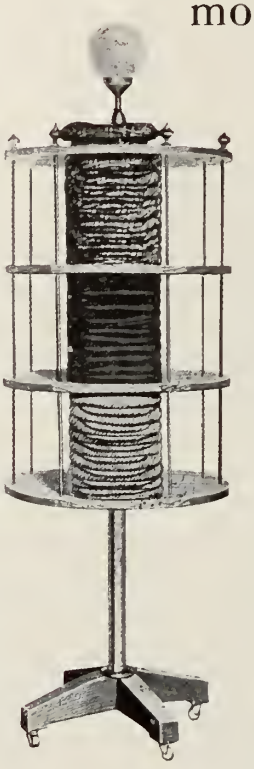
They serve most.
They require less space.
They save time.
They increase display.
They decrease expense.
They serve better.
They decrease odds and ends.
They prevent theft.
They eliminate boxes.
They are durable.
They are inexpensive.
They are the greatest fixture made for handling Neckwear.

PROOF—250,000 sold in two years

Guaranteed Satisfaction *ORDER NOW*

ONLI-WA TIE HOLDER COMPANY

Just what you need to sell more caps



The handsome Cap Stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all the patterns carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5 ft. 8 in. high, 27 in. wide, and contains 18 spaces to display 15 to 18 dozen caps. Sells at $25.

The cost of installing will be more than covered in a short time by increased cap sales, and more satisfied customers.

Send a card to-day for full particulars.

Patented Nov. 20, 1916

MILLER AND COMPANY

Sault Ste. Marie, Ontario

Front view Auto suit or Union suit

There are Features about the Brotherhood Lines that your Customers will want

There is a quality they will appreciate.
Overalls in six styles.
Smocks in three styles.
Auto Suits in one style.
Brownie Overalls—one style, 3 colors.
Indigo blue and fast black denims.
Stifel stripes and khaki drills.

Our Auto Suit is a trade winner.

Send for price lists. Use the Coupon.

Newspaper advertising campaign starts in April. Be ready for the demand.

Brotherhood Overalls.

Mogul Apron

H. S. Peters, Limited,
Welland, Ontario

H. S. Peters, Ltd.,
Welland, Ont.
Please send price lists and terms.

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.....

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If any advertisement interests you, tear it out now and place with letters to be answered.

CLOTHING

Peck's
MADE-TO-MEASURE TAILORING
Mr.
Date

Peck's
MONTREAL

Fit-rite

No. 94.—A single-breasted slip-on overcoat with patch pockets and cuffs.

No. 110.—A single-breasted sack suit, pinched back with belt.

With many styles and fabrics to choose from, the John W. Peck & Co., Limited, line of men's clothes bearing the above labels will bring the business to you from all classes of people in your district.

You can build a big business with these lines.

Write us to-day.

JOHN W. PECK & COMPANY, LIMITED

MONTREAL WINNIPEG VANCOUVER

Put your Spring and Summer requirements in our hands

We are fully equipped and because we are in touch with the best buying opportunities you get the best value for your money when dealing with us.

Look over this list.

Young & Rochester's Shirts in Flannels, Taffetas and English Oxfords; Dressing Gowns, House Coats and Vests.

Tress & Co.—Hats and Caps, Military Service Caps and Helmets. The "Tress" Cap for sports is in a class by itself.

Two Steeples', Ltd.—Hosiery, Underwear, Knitted Coats and Suits.

You'll want these scarce lines—Garbardine, "Aquatite" Coats, Trench Coats, Llama Half Hose in Black and Khaki.

Also a full line of military accessories and Khaki Plain and Ribbed Wool Socks $4.50. Dark and Midgrey Wool Socks $3.50.

Order Early.

Wreyford & Co.

Wholesale Military Outfitters and Mfrs.' Agents

85 King Street West Toronto, Canada

New Forms to Stimulate Your Clothing Business

Men's Coat Form at Left.
Sateen Covered, as cut.....$8.00
Black Jersey, Covered 6.00
Add for Arms 1.50
9 in. Base—The New Non-Scratch Weighted Wooden, Mahogany finish or Metal, Ox. Copper if desired.

Vest Form at Right.
Sateen Covered, as cut $5.50
Black Jersey Covering 4.00
7 in. Base.

Herewith we show two recent additions to our stock. The shaping is such as gives the right hang to the New Clothing Models. These forms, and our others, will enable you getting the effects you want.

Quick action will get individuality and quality into your display

A. S. Richardson & Co.

99 ONTARIO STREET - TORONTO

TATELEC
TRADE MARK

A New Method of Waterproofing

Textile Fabrics

We guarantee all fabrics treated by our process unshrinkable, and will improve the dye. This process retains the high finish on all materials treated.

All materials are waterproof, but as porous as before treatment.

The Tatelec process is absolutely non-injurious, in fact improves the finish of any cloth.

Can be used on the most delicate fabrics, such as silk, as well as any heavier material.

Further information and prices on request.

The Tate Electrolytic Processes, Limited

Canadian Plant:

282 St. Catherine Street West
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

WATERPROOFS

Unexcelled Tailoring with Correct Fit

TRUE-FIT BRAND WATERPROOF. TRADE MARK REGISTERED. TRUE FIT SW&Co. GUARANTEED TO STAND ALL CLIMATES

Exclusiveness of Style and Quality

"TRUE-FIT" TRADE MARK MEANS MUCH

OUR Waterproof Coats retain that exclusiveness of style and cut which combined with expert workmanship of design and tailoring makes "TRUE-FIT" the *dependable waterproof.*

There is no regret on the part of any dealer in our Great Dominion who stocks "TRUE-FIT." They are profitable to the merchant and satisfactory to the most fastidious dresser.

Our travellers are on the road now showing a full range of "TRUE-FIT" winter overcoats. Stipulate "TRUE-FIT" on your next order.

Drop us a Card if Our Traveller Has Not Called on You.

Samuel Wener and Co., Limited

Sommer Building - - Montreal, Quebec

If any advertisement interests you, tear it out now and place with letters to be answered.

TRADE MARK REG.U.S.PAT. OFFICE

IRONCLAD KHAKI

GUARANTEED FAST SULPHUR DYED
COVERED BY THREE GUARANTEES

"Rough Rider Special"

Has a special interest for you

"Rough Rider" is one of the Ironclad Specials—it's a stand-up, tough-fibred fabric, made especially for garments that must rub up against hard usage in the field —for chauffeurs, mechanics, surveyors, engineers, etc.

Ironclad Khaki is made in a weight and quality for every purpose.

Rough Rider Special is fast sulphur dyed

—a requirement Uncle Sam insists upon for clothing for our boys.

"IT WEARS LIKE LEATHER"
Write today for sample and list prices.

Franklin Manufacturing Co.
260 Church Street, NEW YORK CITY
123 Market Place, BALTIMORE, MD.

IRONCLAD
KHAKI TWILLS
GUARANTEED FAST
WEARS LIKE LEATHER
LOT
SIZE PRICE

This label, sewed on garment, guarantees the cloth to be genuine IRONCLAD KHAKI, Fast Sulphur Dyed.

If any advertisement interests you, tear it out now and place with letters to be answered.

AHEAD OF ALL
MCo
Miller
TORONTO

MILLER VALUES

will boost your sales of White Ducks, Palm Beach and other Summerweight Lines.

Though forced to make a slight advance to cover increased cost of materials, labor, etc., our prices still mean a saving to our customers of from 15 to 35 per cent. An examination will show this to be a positive fact and we cordially invite every retailer to investigate our claims.

Why pay heavy custom duties on New York and Chicago models when you can get identical Canadian-made garments right here in Toronto? The snap and style of these Palm Beach and Summerweight lines will surprise you; the prices will be a revelation to the Canadian trade.

Don't Take Chances— Stock Now With

White and Khaki Duck Pants,
Summer Clothing, Lustre Coats,
Duck Clothing For Barbers, Butchers, Dentists, Doctors, Etc.
Boys' Scout Suits and Supplies.

Push Your Military Lines

The new Military Act will stimulate recruiting, thus helping sales. The throwing off of overcoats will cause a big demand for the famous Miller Walking Breeches. *Show these prominently. Ask for our New Show Card —reproduced in miniature here.* It will help you secure fine returns from your military department.

MILLER'S
WALKING BREECHES
FOR
SOLDIERS
All Ranks can wear them in England and at the Front
Buy a pair NOW before you leave they will match your Tunic and cost you less
COME IN AND LOOK
AT OUR FULL LINE OF MILITARY GOODS

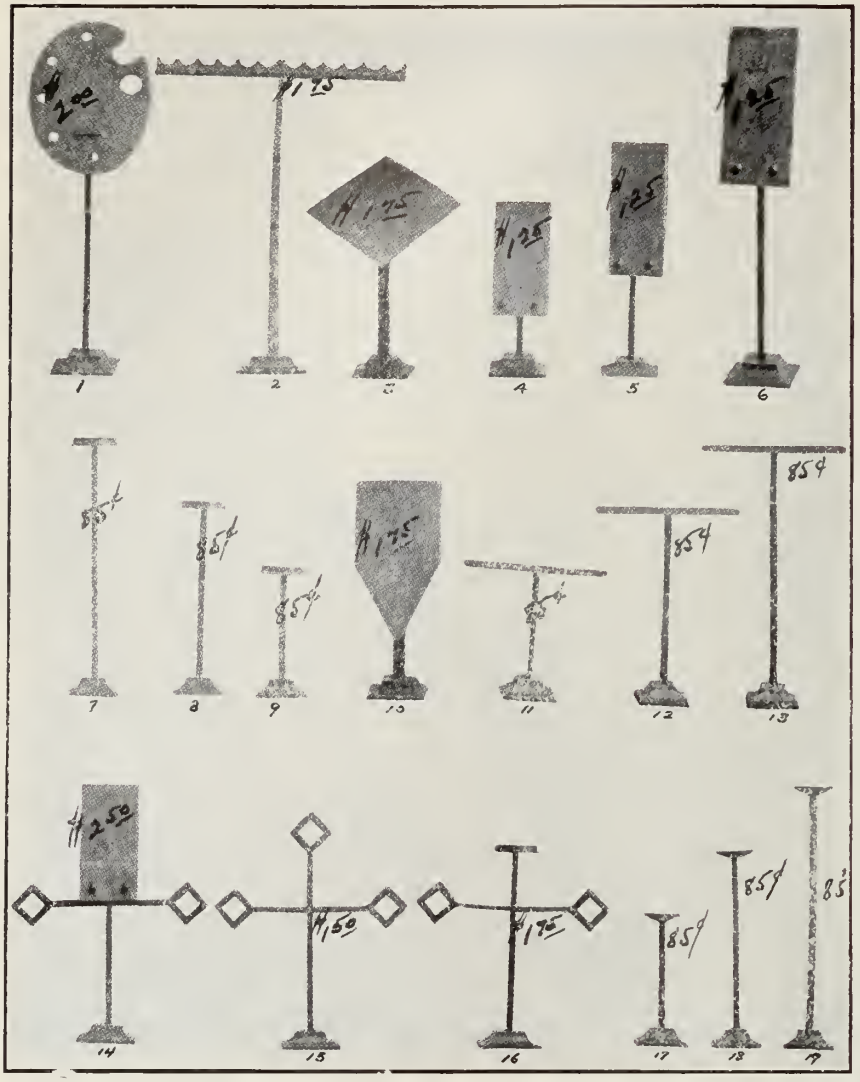
Miller Mfg. Co., Limited

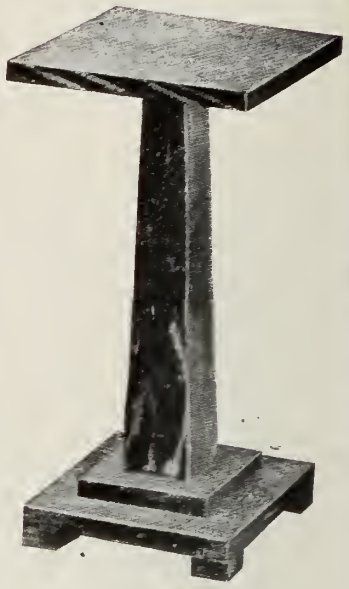
Makers of the Famous Miller Breeches

44 YORK STREET .·. .·. TORONTO

Taylor-Made

WOOD DISPLAY FIXTURES MADE IN CANADA





No. 300

TAPERED PEDESTALS

12", $1.25 18", $1.50
24", $1.75 30", $2.00

All fixtures finished in the new Fumed Oak. Ready for at-once shipments.

Special finishes made to order.

Garment Hangers

No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trouser Bar, at

$7.50 PER HUNDRED

$12.50 per hundred

No. 74B

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co. Hamilton Ontario

You are not too late

to get guaranteed delivery of your this year's needs in our "level best" make of

For This Summer's Shipment—at Last Summer's Prices

You know that many makes of overalls are to-day quoted at from $18.50 to $19.50 dozen with promises of higher prices for Fall. Quoted you at about $17.50 last Summer. Not surprising with increased costs of over 100% in all cloths and from 100 to 300% in trimmings.

But Here is the Bright Side for You; Look It Over

This company, with tremendous resources, has fortunately purchased, and in our warehouses hundreds of thousands of yards of guaranteed indigo and aniline fast color cloths, in "before the war quality and weight" bought months ago for cash.

With an added output we want a limited number of new customers, whom we can help increase profits and sales, and assure of a real, all-round service in a complete range of standardized overalls and work shirts, properly designed garments, with many exclusive features, that will always give your customers full measure of satisfaction.

We therefore offer you, and our regular trade, whatever balance of stock we have to sell at present extreme low prices

At a Clean Saving to You of From $1.00 to $2.00 per Dozen Over Other Current Quotations

Why do we do this when we can readily sell our output for more money? We want the trade to understand that in the work goods field our BULL DOG STANDS FOR REAL PROTECTION ALWAYS, IN QUALITY, PRICES AND SERVICE, a trade name that has made good for eleven years.

Remember, our supply is limited at these prices. We have already sold thousands of dozens for summer delivery. It will be quickly taken up. Get out your tape and see how your stock measures up and compares with BULL DOG specifications listed below. If you find BULL DOGS have the advantage, send us in your order for this year's needs by to-day's mail. Get in on this big Spring drive. Be able to sell your trade good overalls for $1.50, $1.75 or $1.90, when the other fellows have to ask $2.00.

Make up and mail us your trial order before May 1st to ensure these prices, and it will be sent you prepaid for shipment any time you say, from now till July 31st. If you are not well pleased with shipment, return it. We are glad to take all the chances. Terms 2% 30 days 1st foll. 3% 10 days.

Yes, we'll book your order, subject to your approval of prepaid sample garments, which can be sent you at once.

FULL SPECIFICATIONS:

Heavy quality Bib Overalls, Stiffel Blue and White Stripe, 42 yds. doz. Size 38. Weighs, 1½ lbs. Separate sewn, full cut bib. Buttons fastened through 4-ply cloth. Continuous faced back band and pockets. No-rip tab side vent. 7 pockets. Back seam 18½ ins. Side seam 46. Front 26. Knee 24. Hips 53. Price $18.00 per doz. Same price in plain blue, and in black fine twill. Jackets to match. 8-oz. Black Denim Pant. High back. Sizes 38-32. Weighs 1 lb. 2 ozs. 2 set-in hip and swing front pockets. 5-button fly. Trouser finish. Same style in 9-oz. narrow stripe cottonade. Heavy dark khaki trouser. Cuffs and belt loops, deep self-faced curtain. Price $16.50 doz.

Medium weight, Bib style, Stiffel stripe. Size 38 x 32. Weighs 1 lb. 3 ozs. Same style bib as best line. Continuous placket no-gape side vent. 7 pockets, including set-in swing front pocket. In blue stripe and black. Price $14.00 doz. Plain blue, $15.00. Jackets to Match.

Good medium-priced Pant. Black $14.00. Cottonade and Stiffel, $13.50 doz.

Serviceable Iron-clad Khaki, $12.00 doz. pant style.

Bull Dog Chambray Shirts, plain blue, pin check blue, dark gray, black and white stripe. Size 15. Measures length 35 in., width 44, under sleeve 22. Being generally shown at $9.00. Up to 10 dozens, $8.00 doz.

Canada Overall Company, *Makers*, London, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

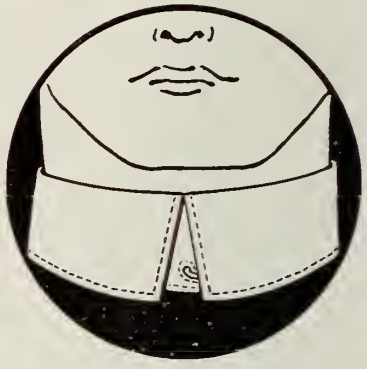
Size 15 on thin neck.

Size 15 on medium neck.

Size 15 on stout neck.

Size 14¾ on thin neck.

Size 15 on medium neck.



Size 15¼ on stout neck.

The Reasons for the

TRADE W. G. & R. MARK

1/4 Sizes

Of three men, all wearing size 15 shirt, one may have a thin neck, one a medium neck and one a stout neck.

For the thin neck, the size 15 collar shows too much space. You can look right down and almost see the undershirt. This neck requires a 14¾ W. G. & R. collar.

For the stout neck, the size 15 collar is too tight for comfort and gives a "choked" effect. This neck requires a 15¼ W. G. & R. collar.

Only for medium necks should the same size W. G. & R. collar as the shirt be sold.

Collar clerks can render customers a splendid service by seeing that they get the collar sizes most suitable to their necks. And a still greater service by furnishing them with W. G. & R. collars—every quarter size of which has a brass bound pattern of its own and each collar is therefore absolutely accurate in size.

The Williams, Greene & Rome Co., Limited

Makers of fine shirts, collars, pyjamas and summer underwear : KITCHENER : CANADA

Last Year's Demand Will Be Beaten

From present indications, last year's big demand for the light-weight fabric underwear will be exceeded this year.

Be well prepared for a long, warm summer by putting in a complete stock of

TRADE W.G.R. MARK

Summer Underwear

We have a big range to retail from $1.00 up, which we are selling at old prices while our stock of cloth lasts. Sizes, from Boys' 26-inch to Extra Large Men's 52-inch.

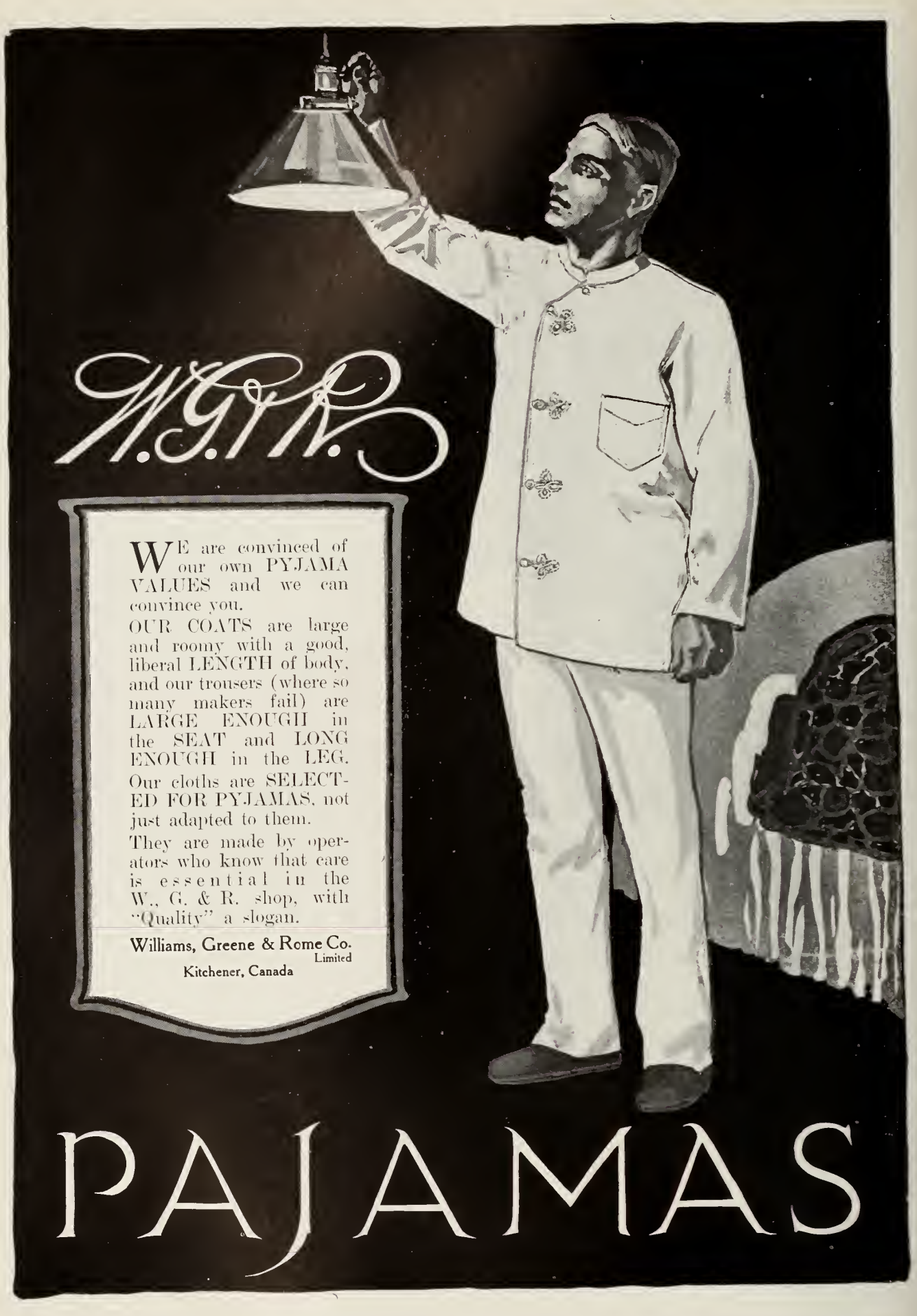
Ask our travellers to show you these W. G. & R. garments.

They have several exclusive patented features that make them the fastest kind of sellers.

The Williams, Greene & Rome Co.
Limited
Kitchener, Canada

Makers of fine shirts, collars, pyjamas, summer underwear and boys' blouses

"The excellence of the product has established the brand."


W.G.&R.
WE are convinced of our own PYJAMA VALUES and we can convince you.
OUR COATS are large and roomy with a good, liberal LENGTH of body, and our trousers (where so many makers fail) are LARGE ENOUGH in the SEAT and LONG ENOUGH in the LEG.
Our cloths are SELECTED FOR PYJAMAS, not just adapted to them.
They are made by operators who know that care is essential in the W., G. & R. shop, with "Quality" a slogan.
Williams, Greene & Rome Co. Limited
Kitchener, Canada
PAJAMAS

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7 TORONTO, MAY, 1917 No. 5

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year. Other Countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

A "PRESIDENT" TRIM

Here is a timely trim designed by Jas. S. Leslie, of Morrin, Thompson & Co., Phoenix, B.C.

It is timely in that it couples up the recent great war developments with the advertising campaign now launched to further establish the supremacy of President Suspenders.

Such trims will attract to your store those who want the best.

The Dominion Suspender Co.
LIMITED

Niagara Falls, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VII. TORONTO, MAY, 1917 NO. 5

MAKING A TARGET OF $500 MAN IN HIS FLIVER

Outside "Traveler" of Hamilton Firm Comes in for a Buffeting by Neighboring Dealers —Original Cutter of $2.99 Trouser Says Scheme Fell Flat 25 Years Ago— Depends Mainly on "the Man."

A GREAT politician once remarked—no, it was not Sir John A. this time—that he would rather people damned him than kept silent; indifference, he knew, was fatal to his strength as a tribune of the people.

Well, that Grant & Shannon story from Hamilton in last month's MEN'S WEAR REVIEW, on the man who went out in his little Fliver and corralled $500 per week on ordered clothing, taking the $5 down far out in the suburbs, or sweeping up before the front entrance (on James St. North) with his prisoner, certainly has not had reason to deplore silence or indifference on the part of MEN'S WEAR REVIEW readers.

They like the idea, or they knock it, often dealing it a right lusty blow. But they talk about it.

Must Be a "Peach"

Perhaps the remark of a well-known men's wear dealer in Toronto expresses the average state of mind upon the story. "He must be a peach of a salesman. If I had him I think I'd keep him—if I could."

"But," he added, and others did the same in talking it over with MEN'S WEAR REVIEW, "what if we couldn't find a man like that; practically the whole success depends on the man you get.

"If you had a poor salesman he would do you more harm than good; he might get a few orders, at big expense to you, and then fall down."

Mr. Walker is peculiarly fitted to discuss a proposition like this. He has been in the clothing (and tailoring) business for some 25 years ("but, I started young," he adds). He was the original cutter of the $2.99 trouser, and this was sold all over Toronto in much the same way. MEN'S WEAR REVIEW thought at first he meant he "cut" prices on this famous line, but it was the cloth he cut.

Worked on the $2.99 Trouser.

Well, this $2.99 trouser proposition swept Toronto in those pre-sky-scraper days. The man who tried it out made money out of it; the cheapest pair previous had been $4. But soon competitors started in who did not know the game as well as the originator, and people got tired of it; there were too many visits from runners-up for a $2.99 trouser.

Business fell off; every one went out of it, and when some years later the originator tried it again, it fell flat.

Kills Idea if Many Go In

Mr. Walker argues from this that if a few other stores go into it in Hamilton it will spoil the whole idea.

Still admitting the strength of the Hamilton salesman, he attacks it from another angle: the cost, from overhead and from losses. Others did the same.

Overhead Would be High

"An ordinary salesman couldn't bring in the business this man does, and so the cost of getting it would be fairly large. For myself I would hardly have confidence enough in it to go out and get the business. Then if the customer is brought in to be measured, there is an expense—an inside overhead charge to be added, as well as the 'outside' selling cost for your canvasser.

Losses on Returns

"Now, if on the other hand your 'traveler' measures himself, you must be responsible for a good fit, and there will be losses from suits that are refused. This will force up the overhead costs.

"Then, suppose you land this cracker salesman, he probably would be worth more to you inside your store to deal with the public, than outside. Or, if he was so good and was bringing in so many orders, what would prevent him from starting up for himself upstairs, above your head?"

All Selling From Store Itself

Mr. Walker is against the "outside" selling game on principle. He tells of a man who tried to induce him to have a traveler go to outside places and take orders—coming from Toronto to measure the "natives." But he turned it down, believing that his store should be at once the beginning and the end of his commercial activity.

Objections From Oak Hall

Another doubter is the head of Oak Hall, Toronto, whose name is familiar to MEN'S WEAR REVIEW readers, J. C. Coombes. He would have none of the idea. Getting the man who had the requisite qualities of "mixer" and salesman would be very difficult. Then if he brought the customer in to get measured—and he thought he wouldn't come very far—there would be extra expense, and if he measured

the man himself, there was the risk of having a fair proportion of the goods thrown back on your hands; indeed, on this point, he declared he would insist that such a "traveller" if he did the measuring as well as taking the order did not mention the firm's name at all, but acted entirely on his own responsibility.

"Peddling" Would Hurt Store

And, once again, he disapproved of any form of "peddling," as he called it, his store's goods; it might injure the standing of the store.

Let us quote one more head of a store that carries furnishings and ready-made and ordered clothing.

"The man? Yes, that's the point; get him! If I went out I wouldn't sell enough to buy ammunition to blow me up." (He's rather thin and tall, but not heavy at that.)

Meanwhile our Hamilton traveler probably has been speeding on with a 500 per to show for his week's work.

UNIT WINDOW TRIMS FOR SPECIAL OCCASIONS

Experience of a Montreal Men's Wear Dealer in Making the Windows Work as Salesmen —Topical Ideas Used as Attention Getters—the "Stopping-Power" of a Window—A Wee Touch That Won the Women to Buy in a Men's Wear Store

WINDOW TRIMS for special occasions, and unit window trims are good in the men's wear business according to the experience of D. Livinson, of Livinson's men's wear store, 23 St. Catharine St. West, Montreal. But Mr. Livinson has not found that it pays to emphasize over-much the topical idea in window trimming, though a touch of the topical often adds to the attractiveness of a window to the passer-by.

One of the first principles which guide Mr. Livinson in making a window display is the "Stopping power" of the window upon the passer-by. Bullets are gauged by stopping power sometimes: they stop their quarry dead. But a men's wear window must have stopping power which stops men and stops them alive. They must be instantly alive to the attractions and worth of the goods shown. The window must have power to stop them, and make them look with keen interest. Further, the window must have power to persuade a big percentage of passersby to enter the store either positively decided to purchase or at least strongly impelled to know more about the goods shown.

Seasons, But Not Seasons Only

In the very A. B. C. of window trimming science the seasons play a leading part. It is necessary to watch the seasons to make a success of window trimming. But it is not enough to watch the seasons. You must watch the weather too. You may reason rightly that Summer is the season in which to display straw hats, but will a window display of straw hats sell straw hats for you in a wet week in Summer? Weather has a wicked way of working havoc with window trimmers' plans. That is why the umbrella rack is made movable so that it can be rushed to the front entrance of the store when sudden showers destroy the selling power of the straw hat trim. Prompt action with the umbrella stand may bring more buyers into a store than the utmost of window trimming persuasion when the weather is in league with the umbrella stand.

These are elementary principles of window trimming of course, but to forget them, or despise them is to court defeat in the field of display. Further they have a way of influencing the whole matter of a window display campaign for business and when a special trim fails to produce the results in the cash register the reason for the failure may be found in some application of these early principles. Thus Mr. Livinson has found the selling power of a good window negatived by a spell of blustery weather, and by being a shade too early with even a seasonable line seasonably displayed results have been less satisfactory. Window space is worth money: rent is paid for it, and the time of the window dresser counts for something in store bookkeeping too. A well trimmed window is worth an extra salesman to the store. If the window is not working for you and producing cash results it might as well have the shutters up.

Can Sell What is Shown

One use of the window which Mr. Livinson has proved many a time is the use to which it can be put to dispose of certain lines which have been reluctant to leave the shelves. "As a rule you can sell what you show," he says, "and goods not shown usually stay on the shelf."

In this particular field of window display the unit window is a strong help in moving lines of goods that have been slow to move of their own accord. When the weather is chilly and sloppy, a warmly lit trim of warm socks with good kindly, comfort-promising price cards will be found to work wonders, and socks which would otherwise have remained unsold will depart over the counter when the sock-buying suggestion of the window exercises its power on the people passing along the street.

Mr. Livinson believes thoroughly in the unit window trim, and will devote a whole window to gloves, socks, hats, garters, shirts or any other single unit, one display at a time devoted to each line. It is always easy to trace results directly to such windows as the request of the customer is generally phrased with the addition "like those you have in the window." Mr. Livinson found this with a garter window he displayed only lately. He noted, however, that it is not easy to guide the taste of purchasers influenced by window displays towards articles of higher price than those on which their gaze has been fixed, and which they have decided to buy before entering the store. This, however, is a matter of salesmanship, the window having done its work when the customer enters the store, but some suggestion work can be done by window dressing which conveys the idea of better values with higher prices, and a wider choice available within the store.

"A beauty-window once in a while," is one of Mr. Livinson's maxims. He holds firmly to the principle that a window should work hard as a selling medium, and should produce results commensurate with the value of the window space, and time occupied in trimming the display, etc., but he is also a believer in "beauty windows." By these he means just finely trimmed windows showing a range of goods, varied, and representative of the scope of the store's resources as distinct from the unit trims. "Beauty-Windows" also are those in which some special effect is sought after, or some special occasion celebrated.

The St. Patrick's window which caused a great deal of comment and drew direct trade.

They may be good selling windows also, and indeed they ought to be as they usually cost a little more in time, trouble, and outlay for fixings.

Seasonable and Beautiful

In the window illustrated, which comes into the class of "beauty-windows," Mr. Livinson was trimming for the occasion of St. Patrick's Day. This window arrested attention right away by the wealth of green color it displayed. Even the gloves shown were green. Mr. Livinson had a few pairs of imported gloves of a dark green shade which came in handy as a novelty for this particular trim. The shamrocks were cut out of green paper and applied to the window glass as shown. All the ties, mufflers, and cravats shown were green hued, or contained green pattern designs. Green club stripe mufflers were shown, and the length of shirting visible in the right hand back corner space embodied a green stripe. It may be noted that this length of shirting draws attention to the fact that Livinson's features made to order shirts very successfully. Centrally in the window low down was shown the green and grey badge of the Shamrocks Athletic Association, and the St. Patrick's Association colors were also displayed. This touch is due to the fact that Livinson's goes in strongly for the cultivation of the Sporting and Athletic Clubs, and caters to their every need in men's wear. As St. Patrick's Night banquets were being put on by all the clubs more or less, an evening dress suit was shown as the centre piece in the background, and glossy silk hats also featured well.

The Kewpie a Silent Worker

Noting those silk hats especially, and most particularly the one of them placed on its side on the glass shelf to the left below the dress suit look for the little "Kewpie" seated in the hat and wearing around his small pink china anatomy a wide green ribbon bow. This tiny and apparently merely playful touch of dainty humor in the window had a very important part in the success of the display which as a sales getter was very successful. The wee pink Kewpie with his big bow of "Irish" ribbon attracted every colleen that passed that window, and the very first sale

that the window achieved was a sale to a young lady of a St. Patrick's Day tie for her best boy. As a way of getting the women to study a men's wear store window and respond to its wise suggestions for the gifts that please men, anything in the shape of a baby is a direct hit, and a Kewpie is a bull's-eye. This Kewpie in particular earned his cost many times over, and he's still in the ring.

Another point to note in connection with this window is the little bulletin frames of copper attached to the corner metal of the window on the left. In this frame, which has a sister frame on the edge of the window opposite across the doorway, Mr. Livinson displays all kinds of interesting announcements, baseball scores when the season is on, merchandising bulletins, and "snap" specials. As will be seen by close scrutiny of the reproduction there were two dancing colleens pictured in the space for St. Patrick's Day display with an announcement of Smart Neckwear at Popular Prices.

Besides the shamrocks which feature on the window glass, there were roses in this window show, but they were green roses. Mr. Livinson made them himself of pink artificial roses dyed the emerald hue. The lights of the window at night were also green, and the effect proved a powerful "stopping" quality in the display for the occasion. This window cost very little to trim, and earned very well.

One form of feature window which is not directly a selling window, but which inevitably attracts widespread attention to the store and brings business is the window in which an Athletic Trophy, shield or cup, is shown with particulars regarding its winners or the contest in which it is to be won. Mr. Livinson makes windows of this kind a feature of his store occasionally. His athletic connections make it easy for him to do so, and also profitable.

As a rule it is wise to avoid in window displays the use of any topical allusions which have the slightest tendency to depressing people, according to Mr. Livinson's experience. War pictures unless of the stirring patriotic type, or with a specially pointed appeal to purchasing power directed right to something shown in connection with the picture, as for instance, boots or socks, are subject to this objection. But Livinson's showed an old print of "Nelson's Farewell" with success as an attention getter, and also with business results in the early days of the present war.

The Straw Hat Funeral

Suggestions for windows are always snapped up by Mr. Livinson on his visists to other cities. Thus in Brooklyn ten years ago he caught the idea of a "Straw Hat Funeral" window—It sounds depressing but it isn't. It's funny. Also it brings business. With a tombstone made of wood and covered with white felt, and a lot of black crape paper, the material for the window trim is complete. On the tombstone is printed in big black letters an epitaph thus: "HERE LIES THE LAST STRAW HAT OF SUMMER, MAY IT REST IN PEACE (or in pieces)." An old straw hat broken and dejected, is laid at the foot of the tombstone, and all kinds of attention results, while real business can be done if the boys are invited to drop in and discard their old straws at the "funeral" throwing them on an ever-growing pile in the window, and purchasing new hats or caps to replace them. The Brooklyn store offered 25 cents for the old hats. Mr. Livinson got along very well without that, and his window in the end of August last year was a big success for the straw hat funeral idea.

Should Manufacturers Make Prices?

Opinions on a Live Subject—Knowles Bill Being Opposed in Many Quarters—How it Affects the Retailer—Opinions Wanted from Readers.

THE great majority of men in Canada are not able to talk intelligently on the subject of price maintenance —for the good and simple reason that this is a semi-technical subject, and one that has not commonly or acutely come up for study. Among advertising men, especially advertising managers of firms making a standardized, identified product, marketed with the aid of advertising; and among manufacturers of a trade-marked product of high quality, the subject of fixed re-sale prices has for a long time been one of prime concern. But for the general run of men, price maintenance as a name and proposition is without significance.

Because of all this, MEN'S WEAR REVIEW proposes to provide here and now some information and opinion on the matter of price maintenance of the manufacturer's claimed right to fix and enforce the price at which his product shall be retailed.

Some Illustrative Examples

The subject of price maintenance will take on greater clarity for many minds if we make its applications and relations specific. Examples of fixed re-sale prices—fixed, that is, by the manufacturer—are:—

Several brands of collars, two for 30 cents.
Columbia Grafonolas, $15 to $350.
Waterman fountain pens, $2.50.
Belding's silk fabrics, $1.25 to $2.50.
Jiffy-Jell, two packages for 25c.
Palmolive specialties, 25c and 50c.
Overland motor cars, $665.
Pears' Soap, 15c.
And so on, and so on.

The prices indicated in the above examples are advertised prices—prices stated in the makers' advertisements. But it does not follow, in every instance, that these fixed prices are enforced prices.

A familiar example of a fixed and enforced price is the Waterman Fountain Pen, $2.50. This pen is sold to dealers only on specific agreement that it shall be retailed at the price or prices fixed by the makers. Similarly many other advertised lines are sold to dealers with an agreement by which the dealer contracts to sell at the prices fixed by manufacturers. In many other cases, the price fixed and advertised by the manufacturer is cut by the dealer—not by all dealers, but by some who hope by this price-cutting to attract and divert trade.

The price fixed and advertised by the maker, when not enforced, is intended to assist the retailer to sell the price-fixed article with greater ease, and to obtain a full profit. It is intended to protect the consumer against an exorbitant price—this by making him familiar with a right price. The advertised fixed price is also designed to facilitate the sale of the article universally—by making the price uniform in all parts of the country.

Many advertised trade-marked or identified commodities have no prices fixed by the maker; their re-sale price is left entirely to the dealer. For example, the resale

prices of Old Dutch Cleanser, Sunkist Oranges, Yale Locks and Grape Nuts are not indicated in the public advertising; and the inference is that the dealer may set his own price, being governed always by the commonly prevailing price and by local competition.

In some cases, from the nature of the goods, the retailers of advertised identified goods are in reality the special agents of manufacturers. Thus pianos, phonographs, typewriters, adding machines, motor cars, agricultural implements, are commonly sold through designated dealers or agents, in which case retail price control is comparatively simple, for the relation between agent and maker is a direct one. But in the case of those commodities sold commonly through jobbers—trade-marked grocery specialties, men's wear specialties, drug specialties, and so on—it is obviously much more difficult to enforce or control resale prices.

The Question of Public Interest

The query will have arisen in many minds—is it in the interests of consumers to have re-sale prices fixed and enforced?

The natural quick conclusion is that it is a good thing for the consumer to be able to buy what he wants at the lowest possible price—at prices fixed by competition. Also, many will be inclined to say at the beginning of their thinking on this subject, that for a maker to fix and enforce the re-sale price of his product is a "trust" or "combine" procedure, that it is taking away from the liberty of the dealer, that it is a sort of mug's game by which the maker can set any old price on his product and get away with it.

But one runs up very early in his honest thinking against the price-cutting practice with its long train of evil consequences; and one is compelled in fairness to ask the question: Whether it is better, in the public interest, and in the interest of the consumer, for price-cutting to flourish; or for there to be universal uniformity of price on standard, identified goods? Or to put the question in concrete terms: Whether it is better, in the public interests, and in the interests of the consumer, to have Kodaks sold at maker-fixed or at dealer-made prices? or to have Hoosier Kitchen Cabinets sold at maker-fixed or at dealer-made prices? or to have Ford Motor Cars sold at maker-fixed prices or at dealer-made prices? and so on. When one puts the question in specific terms to the intelligent consumer, the probability is that he will reply—"I prefer a maker-fixed and enforced price to dealer-made prices." And in saying this the consumer says in effect: "I have more faith in the justice and fairness of the price fixed by the maker than in the price any dealer would charge me if the retail price were left entirely to him."

Makers' Versus Dealers' Price

Right here one begins to get at the kernel of the nut; and the whole question of price maintenance begins to take on an added luminosity.

Dealer-made prices are decidedly less trustworthy, taking them by and large, than are maker-fixed prices. In the case of a standardized, identified product, it is difficult for the dealer to get an excessive profit—difficult because of the public's knowledge of the retail value of the advertised, standardized, identified product. Such products, as a rule, have a fairly level maximum retail price. Any variation from this commonly known, recognized, and accepted price, is downward rather than upward. And dealers after big profits prefer, as a rule, to sell unadvertised, unstandardized, unidentified goods—merchandize which the public cannot accurately value or make price comparisons on. On such goods dealers rely on making a generous, if not an excessive, profit.

Just here it may be well to define what is meant by "standardized, identified," as applied to merchandise. By "standardized" is meant goods that have a known and maintained standard of quality. By "identified" is meant goods branded or trade-marked and maker-acknowledged. The two terms taken together usually imply extensive advertising, and accepted responsibility for the high quality and all-round satisfactoriness of the goods.

The question arises—Is it better for the community at large, and for individuals and families in particular, to be supplied with standardized, identified goods or with goods of no established or declared quality, made by no revealed maker, and for which no responsibility is accepted or redress possible, should the goods prove unsatisfactory? The question carries its own answer.

Where Price-Cutting Occurs

Price-cutting, from the nature of things, takes place commonly on standardized, identified goods. There is little significance or conviction in an advertisement which reads:—

Moirette Petticoats, regular value $10; special price, Thursday, $5.

Every woman of common-sense knows that both of these prices are arbitrary—dealer-made. The very gulf between the "regular" price and the special price suggests original and tremendous price-inflation.

But should a dealer advertise:—

Quaker Puffed Wheat, regular 15c, special, 10c,

then the consumer knows that a genuine reduction or bargain is offered.

Price-Cutting as it Affects the Retailer

Let us look at price-cutting from the point of view of the retailer of an advertised, standardized, identified commodity—say, Ingersoll Dollar Watch.

This watch is admittedly excellent value and is in great demand. Suppose that some big store in a populous community cuts the price to 79 cents, and advertises this price extensively. The instant local effect will be that smaller dealers—

Will have to meet the cut price;

Or struggle to maintain the regular price;

Or quit selling the Ingersoll watch.

If they meet the cut price they will be selling at a clear loss. If they struggle to maintain the regular price, this in the face of the known fact that the watch can be obtained elsewhere for 79 cents, they run the risk of losing a customer permanently, and they are under the necessity of putting energy and time into the sales process, to overcome the buyer's resistance.

If they cease handling the Ingersoll Watch, their customers who ask for this watch are disappointed, and perhaps offended, affirming that the dealer is a "back number." In any case, the small dealer suffers. There are two points to be noted in connection with the above illustration: one is that it takes a minimum of time and energy on the part of the dealer or his staff to sell a widely-advertised, standardized, identified article whose price is maintained universally, for it is already fully sold in a very real sense to the customer; the other is that it is of advantage to the public to be able to get widely-advertised and desired goods everywhere — without the effort of search.

Also, there is an economic question involved in this illustration; it is in the public interest that the distribution of the merchandise of general consumption shall be widespread and in many hands rather than centralized in a few big stores. Also, it is far better for community growth and prosperity that there shall be many retailers of the commodities of common consumption rather than few retailers. What is wanted is not so much fewer retailers, but more efficient retailers.

Price-Cutting Hurts the Manufacturer

In the Ingersoll Watch illustration, as above, is involved the manufacturer's interest. Is it a good thing for a manufacturer's product to be sold only by a few big dealers? or is it better from his point of view to have a multitude of small dealers distributing his merchandise? Perhaps the answer to this question is to be given by each individual manufacturer concerned. Some manufacturers openly declared that they prefer to have the big distributors—the department stores and big local retailers —as customers rather than multitudes of little shops. They say that their selling expense is greatly reduced when they sell to a few big distributors. This is admitted because it is obvious. But, generally speaking, the makers who prefer to sell to a few big distributors are making unidentified merchandise, and, therefore, unadvertised merchandise—that is, nationally advertised merchandise. As for the makers of nationally advertised merchandise, they, as a rule, seek and desire the greatest possible number of distributors, because thus are maximum sales achieved.

Coming back to the Ingersoll Watch case; if the distribution were confined to a few big stores, the total sales would of a certainty be less than if 10,000 dealers in Canada were selling this watch. As a matter of fact, the Ingersoll Dollar Watch is sold by 100,000 dealers on this continent, and it is an inevitable conclusion to draw that it is this very fact of widespread distribution, joined to extensive and long-maintained advertising, that has built up the vast business of the makers of this watch.

Go one more step in the consideration of this case: suppose that the distribution of the Ingersoll Watch fell into the hands of a few big dealers—the result of price-cutting, there would probably be an eventual inclination to subordinate this line, and perhaps an elimination of it altogether; this for two plain reasons: When they had secured a practical monopoly of sale, the advertising and trade-attracting value of the line offered at a cut price would cease, for there would be no trade-revision; also, the very fact that the watch was being sold at a cut, and presumably non-profit-yielding price, the desire to sell it would decline to the disappearing point; at which time the Ingersoll Watch makers would be without a business.

The economic fact is that cutting the price of a standardized, identified and nationally advertised commodity, while it may temporarily speed up local and individual demand, tends to reduce distribution; and this in time leads to reduced consumption; and in turn leads to the practical ruin of a business, and to the wiping out of the value of of the trade-mark built up by years of sedulous effort and extensive advertising.

One asks, therefore: Is price-cutting, in its consequences, good for retailers, manufacturers and consumers? For let it be remembered that consumers are related directly or indirectly to manufacturing prosperity.

Competition of the unfair kind—the competition developed and fostered by price-cutting—is unhealthy, baneful and ruinous.

Price-Cutting and the Consumer

In the last analysis it is the consumer's interest that must be considered in arriving at an answer to the question: Is the principle of price maintenance—the right of the manufacturer to fix and enforce the re-sale price of his goods—good for the consumer, and desired by the consumer?

Some contend that price maintenance raises the cost of living; that it is an effort to obtain higher than fair or reasonable prices from the consumer; that it is an expedient to enrich the manufacturer. But those who argue thus have not, as a rule, given the whole broad matter any serious, deep, wide and prolonged consideration. Their judgments and conclusions, as a rule, are of the "snap" variety, superficial and feathery. These good people, who may be very honest, see in price maintenance a foe to open competition, and a studied, calculated effort to enhance the final price—the price to be paid by the consumer.

What Happens When Re-Sale Prices Are Too High

It is to be admitted, frankly, that in regard to certain specific articles or products of the identified, standardized kind, the consumer price is excessively high—altogether out of relation to the cost of production. But the articles of this nature are, as a general thing, patented, and so are monopolies.

A well-known product, selling retail at $5, is a much-quoted example of a standardized, identified product in which the re-sale price is many times its production price. Yet in spite of this fact and knowledge, the article continues to be the most largely consumed of its class. There is no compulsion of the public to make them buy this particular article; it is bought out of free-will, and this in face of the fact that other articles of the same type can be purchased at from 25c up. Incidentally, it may be stated, as a reply to the argument that price maintenance reduces competition, that since this produce was put on the market, at least 40 others of the same general type have appeared; and they have appeared because of the very high price of the original product; which means that any maker who puts a high re-sale price on his product, away above the costs of production and selling; and who, by advertising, creates a great demand for his product and type of product, merely invites competition instead of suppressing it.

Here it may be remarked that the majority of price-fixed, price-enforced, standardized, identified and advertised goods are more or less luxuries; that is, they can be done without or replaced with something very much cheaper. So that price-maintenance, even if it does mean an unreasonably high consumer's price, does not necessarily work any injury to the individual consumer; he or she may always refuse to buy, or may choose some cheaper substitute or equivalent. If consumers elect of their own free-will to buy the high-priced trade-marked and advertised article, when they are free and able to buy a cheaper, even if less satisfactory and acceptable, substitute article, is the blame for the seeming extravagance to be charged up to the manufacturer or to the retailer? The higher cost of living is not to be charged to the makers of advertised, standardized, identified articles of food, dress, convenience, indulgence or luxury; but to the freely-exercised will of the people who choose to buy the highest-priced goods, and to the inexorable laws of supply and demand. Yet there are those who argue that if the right to fix and enforce re-sale prices be taken away from manufacturers, be refused them, or taken from them, the cost of living will fall. It is rather muddy argument and not at all convincing. Probably what the foes of the price-maintenance principle have in mind is combines of makers or producers to corner and control the price of commodities, and they confuse this with the admitted freedom of a maker of an article of which he has no monopoly to sell to the dealer at any price he likes.

The Maker's Right to Fix the Dealer-Price

Please note this carefully: it is granted by the foes of price maintenance that the manufacturer may fix the price to the dealer at what he wills, but they deny him the equal privilege or right to take a further step and fix the re-sale price—the price the consumer must pay; they leave this re-sale price to the dealer to fix, knowing full well that if the dealer has liberty to fix the price to consumers, he

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Workingmen's Goods Well Displayed by a First Class Store

The display shown above was arranged by J. A. Beaudry, of the 2 Macs, Limited, Ottawa, and is an outstanding example of the possibilities that lie in this kind of decoration. Mr. Beaudry is a master at this particular craft, a fact that is generally admitted. He is one of the judges in the monthly window display competition carried on by one of the Ottawa newspapers.

It is easier to make an attractive display of clothing, or bright-colored furnishings, than of working clothes—certainly there is a general feeling that the same possibilities do not exist in the rougher line of apparel. We believe, however, that this illustration will be sufficient to disprove this fallacy.

The window display is one that is sure to catch the eye of the passerby, whether he is personally interested in that line of goods or not. The overall-dressed manikins are a touch of genius. They are absolutely sure to catch the public eye.

Speaking of this trim and the working man's business generally, W. A. Tweedy, manager of the furnishing department of the 2 Macs' store, says:

"A year ago we had not considered showing working apparel in our windows, but as the workingman has rapidly been coming into his own, we felt that his trade should be encouraged, and with that object in view, we put in a stock of Union-made overall suits and gloves, and later the window trim in question. We feel that we have been rewarded for doing so as the increase in demand for working apparel of all kinds has been very marked and in future we purpose giving more prominence to this department. We have found that where the workingman buys his overalls, he also buys his furnishings, etc."

A window piled full of working clothes is not a selling medium, and yet this is, alas, the idea of many as to the possibilities that lie in this class of goods.

This display featured by a well known store might very well prove an incentive to other merchants, to not only make more of a feature of this line of goods, but to give increasing time and attention to the manner of the display so that the full value of the advertising may be obained.

Artistic Shoe Display

For those men's wear dealers who are extensively handling footwear here is a splendid suggestion for a Spring trim—the work of J. A. Beaudry, of The 2 Macs, Ottawa. There is nothing approaching over-crowding, yet a good range of shoes are shown.

We must confess surprise at the absence of anything even hinting at the price for which the various shoes shown may be purchased. In these days, when the rumor of the excessive price asked for boots has gone abroad, it is, we feel, particularly advisable to mark the prices plainly—otherwise would-be purchasers are almost sure to feel these are more exorbitant than is really the case. A man, having been told that it will cost him $2 for a new full-sole for an old pair of boots, will be inclined to buy a new pair of shoes at $7, if he sees these displayed; but if there is no price shown on the shoe presented to him, definite action on the part of the observer is perhaps not so certain.

But this after all is a matter of opinion, and however this may be the trim illustrated is a beauty, and full of suggestions. Of it Mr. Beaudry says:

"This shoe window shows my new Spring backgrounds. My eleven windows are treated in the same manner. Note the new shoe stand, which could be used nicely for glove or hosiery units. This is adjustable."

By the way, this shoe stand is Mr Beaudry's own idea.

VIEWS ON SELLING WOMEN'S LINE

The Two Mac's, Ottawa, Give Some Ideas Resulting From Their Experience — Women Buy When They Come With Their Boys—Suitors, and Husbands Too, Buy for Their Sweethearts

IT IS an indisputable fact that the trade of women is becoming more and more a factor in the men's wear stores. Many dealers deprecate the changing conditions and do not make any effort to foster them, but the advocates of the changed conditions are at least as numerous as are the opponents.

The Two Macks store in Ottawa is one of the men's stores that stands squarely by the advantages, of catering to some extent to this trade.

Since the war broke out this store can count upwards of 250 customers who have actually left for the front. An exodus such as that makes a ghastly hole in any store's clientele, and might very well prove a disastrous matter. It was this condition which led the management of the store to consider the advantage that the women's trade might be to them. The result of this idea was a woman's tailoring department. True this is kept separate from the men's store but it is nevertheless a part therefor, and has developed into quite an important department. It has helped to take up a good deal of the slack occasioned by the war and has proved a very paying venture.

But, of course, this is more or less aside from the point, because after all when we speak of women buyers in men's stores we refer more particularly to the business carried on in the regular men's department.

Women's Trade Allied to Boys

Well, here too, this firm is strongly of the belief that the woman's trade is a matter that is well worth cultivation.

It is doubtful if any dealer will question the value of the young boy's trade. Well the argument of the Two Macs is that with the boys' trade it is the women that do the buying.

There are ways and means, of course, of capturing the trade of the boy quite aside from any intermediary action on the part of the mother, but even admitting this there is a very great item in this trade that cannot be reached, except through the agency of the mother.

Some dealers object to the presence of women in the store, claiming that it is detrimental to the men's trade. But the men in charge of the Boys' Department in this store will tell you that if you cater for the boys' trade you are going to have the women whether you want to or not. In other words you can't have the one without the other.

Therefore, they argue why not capitalize this fact. If you can interest the woman in some of her own needs, you have pretty well assured yourself of her patronage when she comes to buy a suit of clothes for young Harold. The fact that there are even a few women's requirements on view, that the store is willing to serve her, even if only in a limited extent, saves her from the feeling that she is an intruder when she actually comes to buy.

It seems unquestionable that a store that adopts this principle, of courtesy to the mothers of potential customers, is assuring itself a substantial asset of good will.

Valuable Trade in Itself

That too is leaving out of consideration the element of women's trade as an actual factor, yet even where only a comparatively small line of women's goods are handled this totals up amazingly.

Ladies' sweaters have proved a very effective line with this store. Many women who have come in for clothing for their boy, have seen something in sweaters that has caught their eye. And as the woman's best friend, and second best friend, and even third best friend will assuredly ask where she got that sweater, that being the way of women, this one sale becomes the start for many more. Moreover they are more than likely to go back for other things, for it is a pretty well established fact that women are not averse to being waited upon by men.

Last, but not least, there is still another reason for stocking women's lines. And perhaps this might be most aptly illustrated with the incident which the head of this department used to point the moral to the writer.

A young man entered to purchase a tie. With him was a young lady who was, if indication spoke truly, shortly to be his wife. Like all young ladies at this particular period, she was filled with surprise that the poor thing could ever have managed to look after himself at all until she stumbled across his path. Therefore she came in to see that a wily salesman shouldn't sell him something that she just knew he couldn't wear.

The Suggestion Given

In leaving the store after this important transaction, she stopped to examine a ladies' sweater coat there displayed. She looked at it, felt it, said how attractive it was. Some hours later this same young man stole in stealthily and purchased that sweater for her birthday present, paying ten good dollars for it.

Now here is the sale to a man of women's goods. That, too, is an item to be considered. As the observant head of this department remarked. There were a whole lot of women who wouldn't have such a thing as a sweater, were it not that they saw something they liked when they were in the store with their husband.

This is a phase of things worth considering. Young men buy gloves and sweaters and similar things, as presents for the lady of their heart, at least they would if they were given the faintest shade of encouragement. As a matter of fact they usually squander their money on candies. Which is a pity for they are good spenders under this particular impetus. Then there is the married man with the proclivity for giving useful presents. Chances are if you don't give him some encouragement, he'll buy her a footstool to go with the Morris chair—not because he's a stingy soul, but just because he hasn't schooled himself in buying woman's presents, and that gloves and sweaters and the few things of actual woman's use that do look to him as more or less suitable for presents have to be purchased in a dry goods store, which he wouldn't enter for all the gold of Ophir.

These are one or two of the good reasons advanced by those interested in this phase of the work of this particular men's store—a distinctly men's store be it remembered, the management of which yet believe that there is an opportunity in just such a store for capturing a part of the woman's trade, and believe that this can be done without any danger to their regular trade.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN.

VOL. 7. MAY, 1917 No. 5

MAKING SILK IN CANADA

AS THE result of difficulties in getting the silk necessary for the manufacture of neckwear—difficulties, of course, arising out of the war—the possibility of making silk in Canada has been under some consideration. The more the matter is considered, however, the more it seems that the time for the production of this line in Canada has not come. Indeed it appears that the population of the Dominion will have to increase many times before silk manufacturing can profitably be entered upon here.

The Franco-Prussian war, resulting in an interference of shipments of silk from Europe to the States, was the cause of the commencement of silk making across the line. But at that time the States had a population many times larger than Canada's to-day; hence the step was possible. In Canada, however, makers would have to change the patterns so often, in order to insure the required variety to the limited number of manufacturers of ties, that the cost of production would be exceedingly high.

The industry will doubtless come, but not for a number of years. The making of artificial silk fibre, however, does not seem so far in the distance. Canada has the necessary wood in large quantities. The necessary chemicals could undoubtedly be secured, and with the growing demand for this material, as a result of the added uses being found for it, and the added demand for the lines now made of this fibre, it would seem that production might be undertaken at an early date. A mill in connection with the large paper mills would appear a reasonable undertaking.

SILKS TO REMAIN HIGH

SPEAKING of silk, quite naturally brings up the question of prices.

There seems no likelihood of these falling. The silk yarn, from which the cloths are woven, are largely made in Italy, of course, and the industry has been greatly interfered with as a result of the war. Moreover the silkworms themselves are not being cultivated as carefully as was the case before the present conflict.

So, silks seem certain to remain high in price, and the quality finding its way into neckwear will not tend to improve for some time.

GET THIS TRADE

IN February, MEN'S WEAR REVIEW told of Women's Overalls which would shortly be put on the market. Now the style of these has become more varied, and it already seems certain that a brisk demand for this line will grow up—indeed in many localities the demand for this sensible working garment is already established.

More and more women are buying in men's wear stores. Especially are they accustomed to come there for such lines as working clothes. It is for the men's wear dealers to see that they get a fair share—the lion's share—of the trade in these women's overalls.

THE REVOLUTION AND LABOR

IT is a far cry to Russia, yet the world is small in these days of quick travel and almost instantaneous communication, and the situation in Russia is of considerable interest to Canadians, altogether aside from the effect the recent changes may have upon the war.

What will the Revolution mean to the clothing industry, for instance. It is a well known fact that there are in Canada many Russian Jews, and that a big percentage of these are engaged as workers in the clothing industries of the Dominion. Many of these men fled to the United States, or to Canada, in order to escape persecution in their home land. But now, under the conditions which it is hoped will result from the Revolution, such persecution should cease. Will, therefore, some of the Russian Jews now in Canada wish to return?

There has been some talk of this in some clothing factories, MEN'S WEAR REVIEW is informed. Yet it is doubtful if the talk will crystalize into action. Aliens once, these Russian Jews are now at home here. Here they have their friends. Here their children are getting opportunities of education such as can hardly be possible in any but the urban centres in Russia for years to come. The clothing workers will hardly throw such opportunities away.

Yet there is the danger that the added labor wanted by the clothing manufacturers will not be available, because conditions in Russia will not now force workers over here. This, however, will merely be a phase, requiring some re-adjustment—some getting of a different class of labor to take up this work of clothing making in greater numbers than at present. Perhaps the tendency is commencing to show itself, of young men coming to Canada from the States to escape the Military Service which apparently they regard as more likely to be compulsory there than here, will be sufficient to ease the labor situation.

One thing does seem certain however. It is to the interests of all to make the Russians, in this country feel at home. Their manners may be strange, but probably ours would seem strange in some parts of Russia. They have proved good citi-

zens and should be made to feel not only welcome, but part of the family. We believe that more and more this has come to be the attitude held toward these people.

WHO MAKES THE STYLES?

THE thoughtless, many of whom, unfortunately, have ample opportunity for evidencing their lack of thought to fasten the styles upon certain designers. It is the thing, among platform men, to jibe at those who "fix the styles" for women and for men.

But is there really any fixer of styles? We think not. Designers have their part, undoubtedly, but their part is rather that of interpreters, than of creators. They observe tendencies—wishes on the part of man and womankind. They then design to carry out this ideal.

The styles are changing all the time. At the moment, in men's clothing, there is being evidenced a desire for a little freer overcoat. The trench coat looks like a big seller. Was that style determined upon by some designers in session? Was it forced upon the public by designers? Rather has this style grown out of the war, and out of the increasing desire for some freedom.

It is rumored, at the present time, that clothing generally will turn little by little toward more ample styles. If this change does come it will not be the result of any decision reached by designers who believe such a change is in the interest of mankind, or of business. It will come because public opinion has shaped that way—because the pendulum has swung back from the exceedingly snug styles of recent years.

(EXIT THE SUNDAY SUIT)

TIME was, and not so very long ago either, when the great majority of men had what Barrie refers to in some of his splendid Scotch stories as "Sunday Blacks." But no more. Now there is greater variety. Even in the smaller places—just as much in the smaller places as in the big cities perhaps—men are dressing carefully, and the idea of any old suit for the week day, with a "good" black suit for Sundays, parties, funerals or weddings, has passed. It is a distinct advance.

But this is the kind of advance which must be constantly encouraged. To have a man dress appropriately, and well, every day of the week is in the interests of the man as well as in the interests of the dealer.

Make your shop windows preach this gospel. Establish the Evening dress as the proper dress for dances and evening festivities generally. Drive home the wisdom of changing the style of dress with the seasons, as well as with the days of the week. So good will result to all, and the cash register will sing a happy tune in consequence.

WHAT OF THE COTTON MARKET? CONTINUING HIGH PRICES PREDICTED

H. J. PEABODY, of the Peabody Sales Corporation, Limited, has recently returned from a trip through the South, where he went thoroughly into the crop situation. His opinions, based upon observations, will be of great interest. This must be noted, however, that the advance in raw cotton, mentioned by Mr. Peabody, was followed since he wrote, by a temporary decline of two cents a pound, due to an unexpected favorable report as to the condition of the new crops; and also to the very heavy selling that followed the sharp upward turn in the market. Whatever happens to raw cotten at once, most authorities agree that after perhaps a temporary relapse immediately at the end of the war, cotton will jump back to very high levels, owing to the heavy buying on the part of all the belligerents.

Mr. Peabody says:

Of course you are in touch with the fact that there has been a tremendous advance in cotton prices during the last week, in fact the most sensational that the cotton exchange in New York has ever known. There is no question in my mind, nor did I find a single man on my recent trip that really knew anything about cotton, that did not substantiate this belief that cotton prices are far from the top yet, and are still going up. In fact, most of the people who ought to know the big cotton centres, predict 25c. cotton by the end of the month.

Regardless of this fact, and regardless of the recent advances, the retail merchants who are not in touch with the market seem to have the idea firmly established in their minds that when the war ends that cotton prices will drop. On top of this belief, they figure that the war will end this fall, and of course we all hope it will. I might add, however, that this is entirely contrary to what the cotton people think and know to be a fact, viz., that at the end of the war there will be another sharp advance in cotton, because of the fact that all the central empires and countries at war are absolutely barren of cotton. They haven't even sheets and pillow-cases, clothing, not even enough cotton bandages and cheese-cloth to take care of the wounded properly, and it is estimated that at the end of the war it will take 200,000 bales of cotton to start the mills going, and mind you, this will only start the mills, it will not keep them running for any length of time.

This being a fact, there is no question but that when the war ends many of the countries now at war will be tremendous purchasers of cotton.

Another very alarming condition of the cotton market is the fact that the future months, the months on which the cotton is being bought and sold purely on a gambling basis, are commanding higher prices. Cotton has been high before, but never before have all of the different future months commanded the prices they are to-day commanding.

We have no hesitancy in saying that we have protected ourselves to the limit. We have contracted for just as much goods as the mills will allow us to buy, and the only trouble is that they will not allow us to book ahead further. All mills are leary these days of booking too far ahead. They prefer to wait and make us pay higher prices later on. The retail merchants, however, are not fully awake to this fact yet, and are not this year, as they did last year, booking large orders ahead to take care of their wants to the end of the year, with the result, in my opinion, that a great many of the retail merchants are going to receive a very severe jolt when they find that Overalls are from $1.50 to $2.00 per dozen higher six or eight weeks hence.

WHAT COMING SUMMER WEARS IN NEW YORK

Our Correspondent Finds the Styles a Little Startling—War Not Affecting Trade Adversely Evidently—Bright Colors the Thing.

THE other day I took a stroll through Central Park, where the first dampness is off the ground, despite the cold winds, and there I noticed a dishevelled grey squirrel busily engaged in freshening itself up for the Spring. Going at it too with that serious concentration that all New Yorkers pay to their clothes. We are all Central Park squirrels as far as that goes, in that feeling that after the dismal days of Winter it behooves us to give a little extra flourish to our outward adornments.

Of course we are at war and are doing a lot of hurrahing in our spare moments, but that isn't interfering to any extent with the really serious business of clothes. Why even thus early we are being tempted by alluring displays of uniforms, that are faintly reminiscent of a combination of a Fourth of July parade and a Shriners' convention. We have a suspicion that a sober-minded government might not see eye to eye with the optimistic designers of these curiosities, but it just goes to show that round about this time of year even war is more or less entwined with the cheerful prospect of new clothes. Some of the sailor chaps, too, are laying a good deal of store by the fact that this war idea is going to encourage a love of outdoor things, and are preparing joyfully for the fact. They are saying that every one who can beg, borrow or steal anything that will float is going to start out to chase the submarines away from the shores of Coney Island. And, of course, they urge that if you are going to spend your idle moments chasing submarines, why of course you must be properly garbed for the sport. Some of them are even planning special fashions for submarine chasers. This is a kindly attention that the submarine should surely appreciate.

Some Sober Spirits

But after all there are some sober minds left among us who still look upon this matter of Spring clothes in a more sober and serious spirit. We want to make the most of our meagre attractions. Of course no man can hope to equal the attractions of a collar advertisement, but we can do our best.

Easter has come and gone, and it must be confessed sadly that it was a soberer spectacle than usaul. Still there were bright spots. The young blades had in many instances indulged their tailor in a way that must have warmed the man's heart, though we have a suspicion that they would have grieved the heart of "Jeeves."

But getting right down to business. It might interest those who live on the edge of the world, which of course commences anywhere twenty miles from Broadway, to consider the vagaries of some of these buoyant innovators.

Let us not, however, cast ourselves headling into this torrid zone of fashion, but approach it by sober steps, beginning with some of those whose ideal is to be different, with just that right shade of difference that enables you to observe the difference without being stunned by the enormity of the offence.

I have in mind at the moment the figure of a young man in one of the fashionable uptown churches whom I noted blissfully singing the wrong verse in the hymn, in the happy consciousness that correctness could not be correcter than the costume he wore.

One does not go to church to talk in a sophisticated tone of the right and wrong of clothes, so I will no doubt be pardoned if I adopt more the style of the society editor than of the church review.

Church Dress Described

So to return to our young man still unconsciously singing the wrong verse. He was garbed in an unimpeachable morning coat of black; a color by the way that shows signs of ousting the grey Oxford shade from its popularity and relegating the blue black still farther to the background. The coat showed a somewhat broader shoulder design, with close-fitting medium high waist. Long roll lapels and the coat skirts cut sharply backward, gave ample evidence that it had but lately left the hands of the tailor. The waistcoat was black, and bereft of collar coming sufficiently high to show above the coat, and when left negligently open displayed a row of five buttons, and the rather long points of the bottom. A tailor friend to whom I described it, admitted its correctness but expressed a penchant for something a trifle breezier, a shade more cheerful. Now, said he, a touch of white, a black and white mixture, you understand, would give a bolder, brighter impression—equally correct too, he informed me. He considered, too, that the long bottom points could be as well achieved, by leaving the lowest button undone, which gave a careless devil-may-care look, that to his simple mind was extremely desirable.

But leaving the tailor and returning to the man; in the good old aristocratic days, now happily gone, there was a very considerable distinction between the two. The trousers that accompanied the young man and the coat were grey striped. I feel assured that this detail, had I remembered to confide it to my tailor friend, would have elicited

SPORTING SUITS IN BIG DEMAND

Browns, Greens and Greys Predominate—Caps of Same Material—Flannel Shirts Popular—Polka Dot Tie Again a Favorite.

his hearty approval, for he is much given to what he calls "pleasing contrasts." In this connection it might be noted that trousers are a bit looser—nothing of the obnoxious "peg-top," long, straight and loose.

The collar was a wing with diamond pointed tabs. A bit smarter I thought myself than the poke or lap front, though I do not myself claim to be an aesthete on such matters. I have noted though, while we are on the subject of collars, that the round corners seem gradually to be disappearing to the limbo of forgotten things. As going to church on Easter Sunday, would, I suppose, on the authority of those estimable charts that tell you so infallibly what to wear and when, be considered a formal occasion, the pale grey Ascot that he wore would, I am sure, be considered distinctly the thing. Though I have seen the four-in-hand worn and worn with an air, mind you, on occasions almost as formal.

Moving Down Town

But as I would like to drop a few careless words, upon more sprightly topics, let us leave the young man and his hymn book, and saunter down town. The stores of course are closed, but the windows are decked to catch the eye, and may afford food for some vagrant thoughts.

Now, if you have no "Jeeves" to put a solemn curb upon your inclinations, you might be attracted by some of these novelties displayed in this shop. Mind you I am not saying that I don't think you might to be a bit better off if you had a "Jeeves" to mildly censor your clothes, but I don't want to appear a carping critic, and if I personally show an inclination to stick to the more, what we might call more normal styles, you may put it down to my advancing years. It needs youth for the adventurous spirit, and most of all in the matter of clothes.

Now just glance at that novelty cutaway, and ponder soberly as to whether you have the moral courage to wear it. I wot not as friend Shakespeare would say. Note first of all its dark blue tone, with the faint stripe. That is bad enough to a man of sensitive tastes who has been trained to the sober and seemly black, but of course at night time, it might lose some of its conspicuousness. But consider the buttons, square in shape and decreasing in size as they go down the coat. Nothing but absolute dark could make you unconscious of these.

There is a dinner coat, something more modest it is true, but even so the Oxford grey color, the corded pockets and the tapering sleeves, and the front closed with a link, would be apt, I fear, to single you out from among the other diners. Of course this may appeal to you, you may be among those whose delight it is to be singled out, but for the modest violet, such as I, it holds no allurements. Note that dress vest, too. If you are one of those just referred to, it might catch your fancy too. It is double-breasted, and the maker thereof lays his claim to immortality on the fact that both rows of buttons button through. Then there is that double-breasted covert coat—even those of quiet tastes can find little to cavil at in it. It is quite short, it is true, but with that exception it is such a coat as might well be worn by any of us.

In this connection it might be noted that the covert cloth is coming very much into favor for overcoating, though the darker fabrics continue to be very popular. There has been quite a revival, too, of the top coat design.

Bloomers Somewhat Different

Let us have a look at these outing suits. They are, after all, the things that people are losing their hearts to nowadays. Take the jackets, mostly in brown, green and greys, mostly in woolens with a checked pattern formed by red, blue or yellow running through the cloth. Of course the patch pocket is the thing. Now as for the bloomers, the very best dressers, or those who claim this distinction, or who more modestly have it claimed for them, are having these made of the same material and color as the coat, with the exception that the check is lacking, the cloth being a plain color. The Norfolk is still a very popular style for this type of suit.

Of course you will be wearing a cap with this garb. It should be of the pancake variety. If it is your ambition to be a regular fellow the idea is to have the cap of the same stuff as the suit. This type of cap has a long peak and has quite a generous fullness behind.

In the matter of shirts the flannel variety is coming into its own. The soft, low-lying collar is very much to the fore. This is having its effect on the general style, too, and there is a growing tendency to favor the soft collar.

In ties! Why the very most correct of correct things is the polka dot. You can't go wrong with anything of the dot persuasion, after that come the printed or crepes and foulards. Thus is New York garbing itself for the Spring and Summer months.

WOMEN'S OVERALLS SELL LARGELY IN U.S.

Being Made Now in Bloomer Style, and Evidently Are Gaining in Popularity—Will the Demand Continue After the War—Who is To Get the Trade.

SOME months ago MEN'S WEAR REVIEW dealt with the question of Women's Overalls, bringing out the fact that the employment of so many women and girls in munition factories had created a demand for these, and that manufacturers were then busy designing garments which would fill the new need. It now is possible to give some more definite information, and to show some of the latest styles in these new working garments.

To begin with, let it be said, the bloomer is coming to the front. There are manufacturers who contend that something more like the skirts which women usually wear is better suited to this trade, but manufacturers who are making the garment in the bloomer style have the English example to go upon, and have, moreover, the final

One of the new Women's All-Overs. Shown by Hamilton Carhartt Cotton Mills, Limited

proof—the bloomer overall has sold largely. To represent the case fairly, however, it must also be stated that so has the covering made in something like the conventional skirt shape.

Why of Interest to Men's Wear Dealers?

But some may wonder where this question of women's overalls is of importance to them—dealers in men's wear. To this the only reply we can give is that many men's wear dealers are finding it to their advantage to cater to women. Especially do some feel this will be wise in so far as working clothes are concerned. At the present time many women are buying working lines for their husbands. When they want something along this line for themselves what more natural than that they should go to the same place from which they have been accustomed to get such lines as overalls?

Then there is this other point to remember. Many women are seeking clothing suitable for heavy work now, who, under other conditions, have not needed such garments. Overalls, or some such line they want. In their mind there is established the idea that the place to buy these is in a men's wear store. It is therefore to such a store that they go for these goods. If they receive them they will tell their friends. If they are unable to secure what is required, then probably the department store will have an inquiry.

It does seem that there is a fine opportunity for men's wear dealers to get nice business in this line. More than ever women will be working in the gardens this summer. Such women will want some protective clothing, as well as will the workers in the munition plant and on the farm.

As to the Future

The question naturally comes to the careful merchant:

"Will the demand for such a line as women's overalls continue, or will it merely be transitory, something from which I can get some profit now, but which may leave as suddenly as it came?"

In answer to this question there is this to say. The United States, despite recent action, is not yet actively at war. True, its industries have been given over to a considerable extent to the making of munitions, with the consequently employment of women. Yet the munition plants over there have been much quieter of late, in spite of this a Detroit store has the following to say about women's overalls.

"We inserted one advertisement in the paper—8 inches, 2 columns wide—on women's overalls. We put in one window. The first day we sold 7 4/12 dozen. Since then, in three weeks and two days, we have sold over 102 dozen, and they are still selling."

Remarkable.

But note what was done.

First, the line was advertised in the papers. Then it was displayed in the store windows. The women read of the overalls. They passed the store and saw them. They evidently appreciated the service which these garments would give. They entered the store and bought.

Can Canadian dealers get similar business?

The answer appears to be yes, because it can be stated that some of them have. There are a number of men's wear dealers who have tried out this new line, and their evidence is that it is a line well worth handling.

Who is to Get the Business

As to the continuance, the permanence of the demand for women's overalls, this one thing should be borne in mind. In Canada many of the workers in munition plants are young ladies of fashion. Whether this is altogether in the interests of the country or not needs no discussion here; but the fact that this class of young lady is employed in the munition plants—is a buyer of these overalls, is an important point. These are the young ladies who have a great deal to do with establishing styles. Their using these working garments will be inclined to establish them on a permanent basis.

The point, from the men's wear dealers' standpoint, seems to reduce itself practically to this. A new line has come on the market to satisfy a formerly unrealized need. It appears there will be business in this line. Who is to get it?

An Easter Window to Sell "Something Different"

In the Easter window trim of Blumenthall's, Montreal, here pictured, the dominating idea is the introduction vigorously of "Something Different" in men's wear. As will be noted from the display cards the window features the styles of a widely advertised line of smart dressy men's wear. Prices range from $25 to $32.50 for these suits, and the window possessed a very delicate and yet persuasive color appeal. For instance, the suit priced $32.50 in the lower right hand of the trim is a particularly rich brown with a triple line effect in blue, red brown, and yellow very daintily introduced in the fabric weave. Browns and greens—very soft greens—feature in this trim, and it is a point of especial interest that the $25 suit on the left low corner is a style carried out in the modern shade of "bottle green," a very soft dark green almost mistakable for a black at first glance, which was in another form in vogue twenty-five years ago, and which is now again capturing the taste of the well dressed.

Two light overcoats of the very latest styles feature in the back of the trim to right and left. On the left side is a trench coat, double-breasted and with belt fastening with a brass buckle. This trench coat is carried out in a tasteful shade of brown, the material being gabardine, and the coat is wearable either as a raincoat or a Spring overcoat. The high-waisted effect is very neat and attractive. In dressing this coat for the trim Mr. J. D. Berard, window trimmer for Blumenthall's, used a dainty touch in the waistcoat worn below the trench coat. This was a light garment with a neat light check line in green, and a cravat of darker tone was used in the trim. On the other side was shown an "Edgwater" Spring overcoat in a soft light gray-green covert cloth. The coat was in pinch-back style, but not over emphasized, and had the new slanting patch pockets. A single-breasted two-button overcoat, this was given the position nearest to the entrance of the store, the particular trim illustrated being one of a series of some twelve windows comprising the Blumenthall Easter display. Three canes in light yellow and brown tones were used in the trim as will be noted, this style being very strong at present in New York, and washable cape gloves in fawn, putty, and taupe occupied a prominent position in the trim with a view of Easter business. The shirts shown were late

MAKING SUMMER UNDERWEAR

Wide Variety of Fabrics Are Used—Some of These Are Patented—Silks Gaining in Favor—The Processes in Production — Great Skill Required in Cutting.

IT surely has been a late Spring, which has helped the sale of light overcoats, doubtless, yet now warm weather is required to make all feel the need of lighter clothing, and among other things the need of Summer underwear. However this weather will surely come. Even if it comes a little late no great harm will be done. Summer underwear has a good long season. It is not like the straw hat season. All through the late Spring, and the dog-days, this underwear will be moving. The dealer and the clerk will have to explain the different garments. Points will arise which make a knowledge of the system of manufacture desirable. It is the intention, therefore, to briefly tell here how the light Summer underwear is turned out.

Variety of Materials

And first just a word or two about fabrics. Of late the variety of the cloths used in the manufacture of these filmy garments has been greatly increased. There is Nainsook cloth used in many moderate priced lines. There is crepte employed in the manufacture of the moderate and higher priced goods. Then there is silk for the high class—the expensive underwear. Different styles of silk are of course used, glove silk for instance—knitted instead of woven—such silk as is employed in the manufacture of ladies gloves. These silk suits, of course are costly, some selling as high as $10.00 retail. But you dealers, and you clerks too know that. You know that more and more a certain class of people are coming to the view that a dainty, light, pleasant feeling, and enduring has a very proper place next the skin.

The texture of the cloths also vary, of course. There are porous lines, some goods with porous stripes only, others with cell weave, and still others with closely woven appearance, like the lighter shirtings.

Special Fabrics

There is this also to be remembered. In this article only general tendencies can be noted. These are, however special features peculiar to some manufacturers. One, for instance has special mills to turn out the fabric used—a fabric which is patented and which is said to have peculiar excellence.

Expensive Lines Gained

By the way, before moving on to the processes of manufacture a word as to the proportion of the expensive, to the medium and cheap lines might be given. One manufacturer states that with them perhaps 25 per cent. of their sales are of silk goods. This is considered a too large percentage to represent the business of other firms. There can be no questioning the fact, however, that the proportion of the expensive to the moderate priced is steadily growing.

But the cloth once on hand the work is only commencing. Then comes the cutting up, the sewing, the examining, the parceling—all of which goes on in much the fashion followed in the manufacture of shirts.

There are in the factories long tables—the length determined more by the length of the room than by any other factor. On this the cloth is spread, four, five, perhaps ten dozen pieces in thickness. Then commences the remarkable work of the cutters, when they size up the cloth spread before them, determining how best can be laid on it the wooden patterns, in order to get from the cloth the greatest number of underwear suits.

Sizing Up the Cloth

Indeed before the cutting commences this sizing of the cloth has to take place, for it will readily be appreciated that there are wanted more 36's and 38's than 50's. The stout man, happily, is still in the minority.

So, at one end of the long table, the cloth will be laid 10 dozen thick, and from that the moderate sized patterns will be cut. Further down the depth perhaps will be only 4 dozen, and from there will come the 50's. A lot of cloth can be wasted in this laying. More still can be wasted in the cutting, if the patterns be not carefully laid out. Here is where a problem presents itself to the cutter. Shall he scheme and plan to get every possible inch of the cloth used, or shall he take a little less time at this, getting the cutting done, even if he does waste an inch

In the cutting room.

The finest work is done by skilled workmen.

or so? It is a nice problem, important in the extreme when it is remembered that if the cloth is only laid 3 dozen thick, and it is often four times that, an inch wasted means a yard of cloth.

Cutting the Cloth

But the planning as to how the most can be secured is finally accomplished. Then the patterns are laid on, and around these the cutters work. They will cut right down through 10 doz. thickness with a hand knife. It is a pretty sharp knife, as may be imagined. Moreover it has to be used in both hands, this in order to get the curves required. Cutters say the work is a little fatiguing. They say it is all in the wrist, though, and that the arm does not tire at all. In some factories electric cutting knives are used. Other cutters will not have these, preferring infinitely the sharp bladed hand-knife. The latter is particularly suited to certain fabrics.

The various parts cut, each size is wrapped up separately and sent to the sewing department, first, however being stamped with the name and size of the garment. This ticket also enables track being kept of the garment as it goes through, so that it can at any time be traced; so that the one responsible for any careless work found in the final examination can be ascertained.

But this office system of checking varies after all and need not be dealt with. It is a very real, a very important, and a very difficult part of the work of manufacture, however.

Complicated Machines

The actual work of sewing the various parts of the garments may vary in different factories. Perhaps the backs of the legs will first be sewn together. Then the facings will be put on the front, where the buttons and the button holes will be. This, operation, like so many others being done by a two needle machine, which holds the strip from which the facing is made, and sews it up both sides in the one operation.

Then perhaps the facings along the back opening are put in, and the arms and legs are hemmed. The neck, in the cheaper makes often has a tape sewn in. In the more expensive styles it is faced—a ticklish operation, the greatest care being necessary to keep the fabric from wrinkling for the two curves of the material are really working against each other which is very apt to cause a fullness, and this, when the pressing takes place, brings the undesirable wrinkle.

When Machines Cause Trouble

One of the difficulties of this line of manufacturing is due to the difference of materials used. A machine will work finely with a certain fabric. With another, a popular and suitable class of goods, it will not work well at all. The meshy cloths are particularly difficult to handle, yet very appropriate for this class of goods.

And after all these, and many minor operation are performed, off goes the finished garment to the examiners. It has been inspected time and time again on its way through, yet often in this final examination a flaw is found in the goods, or a mistake in workmanship, which requires an entire piece to be taken out of the suit.

So is made the garment which you will be displaying and selling in the next few months. It is the product of many hands—a remarkable bit of work as well as a remarkable comfort bringer.

NOTES

P. J. Kelly, men's and boys' furnishings dealer, of Stratford, has opened a department handling shoes for men.

Fried-Lee Hat Co., which has taken over and reorganized Fried, Grills & Co., of Toronto, have purchased a store in Guelph and will take possession on May 17.

The Wolthausen Hat Corporation, of Brockville, is at present installing new finishing machines, which it is expected will enable the output to be almost doubled this Fall.

C. J. Freeland, former manager of the clothing department of the house of G. B. Ryan, Guelph, is now manager of the clothing department of A. M. Ecclestone, St. Catharines.

F. R. Lanigan, of the Campbell Manufacturing Company, Montreal, has returned from a business trip to the Pacific Coast. He reports business as being considerably brighter in the West.

Supplementary letters patent have been issued increasing the charter powers of the Robert Craig Company, Ltd., of Brockville. Edward Reilly, for twelve years a designer and cutter for the company, has been made a member and elected a director.

BELTS ON OVERCOATS AND SUIT COATS

This the Great Feature for Fall—The Natural Shoulder Coming Back—Varieties of Pockets Noted.

"BELTS, belts, belts!" Rudyard Kipling has a ballad with a refrain in something of that strain. It's a military refrain. There's something military about a belt anyway, even if it isn't always a Sam Browne. And millions of men in these days are being guided by military regulations in the matter of their wearing apparel; even civilian fashions for the coming Fall seem very likely to develop the belt idea quite strongly.

These pockets are not generally shown.

It's Here Already.

In the trench coat, of course the belt is here already, and for the coming Fall the trench coat is going to be far and away a leader, unless indications to date is belied. The trench coat is coming in all overcoat materials as well as in these khaki and whipcord textiles with which it made its debut, and which are now associated with it in many centres.

As a result of the use of other materials for this style of overcoat, many men who would ordinarily have regarded the trench coat as something to be avoided because it might seem to ape the military unjustifiably for a civilian wearer, will no doubt see the excellence of this warm and storm resisting wrap.

Whether this aspect of the matter will carry widely felt weight in the merchandising of trench coats or not is a matter to be tested as time goes on, but from the present point of view the popularity of the trench coat for Fall wear is almost beyond question assured. One of the gifts of the war to a trade which the war has—to put it mildly—not exactly helped, the trench coat may yet be taken as an example of a good thing born of evil, and for long this style of garment may be found serviceable and suitable for the Canadian climate.

A New Style in Belts.

One of the latest, and cleverest adaptations of the trench coat belt has just been invented by the designer for a Montreal firm in a big way of business. It began with a boy's trench coat, but the idea is being carried out in the grown-up styles as well, for it has very evident merits both for the wearer and for the merchant to notice and appreciate.

The belt is capable of being worn in three distinct ways, giving the coat itself four different modes of wear, and a fourfold appeal as a Fall garment.

Designed for a double-breasted three-button trench coat with pinch-back, the new belt idea involves an entirely separate belt supplied with the coat. Note that the pinch-back is in the first case fitted with a short belt sewn across the back. The coat has one pinch on each side above and below the belt.

Upon the sewn-on pinch-back belt four buttons are placed, but only two are visible outside the coat. The other two are inside, opposite to the visible buttons which show on each side of the sewn-on belt. Slits just belt width are left in the side seams at the point where the sewn-on belt on each side ends.

One of the popular French coat styles.

Four Ways of Wearing

First of all, the coat so designed can be worn without the extra belt at all. The pinch-back belt gives it a neat finish anyway.

Second, the separate belt (which is fitted with button holes in the proper places) can be worn right inside the coat, attached to the two *inside buttons* at the back, and buckled around the body in front. The coat buttons over the buckled belt comfortably.

Third, the extra belt can be attached as before to the two inside buttons at the back of the coat, and then passed through the slits at the seams, thus coming out to buckle in front outside the coat in the familiar trench coat style.

Fourth, the extra belt can be worn all outside, passing around the waist, and attaching to the two *outside* buttons at the back, thus giving the true trench-coat effect.

The coat upon which this idea was first carried out is a double-breasted trench coat with storm collar, but the idea is adaptable to other variations of trench coat.

Suits to Have Belts Too

Belts began these notes on the style tendencies, and there is reason for the word. Suits are beginning to show the belt idea this Fall. Sac coats with belts may be seen. Coats with the well known waisty effects, so popular this Spring, will be found with belts, half belts, and belts that will go all the way round. About an inch and a half is the width of the belt, as a rule. Belts on suits will affix in front with buttons, and belt-ends so far are rounded but may be found pointed or square as fancy and fashion dictate. There is a very strong tendency towards belts at present. The belt worn with a waisty effect coat with pinch-back is usually attached at the back, and as far round as to the front "fish" on each side.

There is a Style that will Suit Every Man in the

Semi-ready Tailoring

Each and every man can get a perfect fitting garment, from materials tailored by expert tailors to precise types. The Semi-ready system of tailoring assures you of satisfaction in every detail—price, fit, finish and style.

In the Special Order Department suits are cut and finished to custom measures within four days at the shops—from $18 up.

EXCLUSIVE SELLING AGENTS IN HAMILTON FOR SEMI-READY CLOTHES

BEGG & COMPANY
Quality First

An exceedingly effective Spring clothing advertisement—sure to catch the eye of men of every age.

The Natural Shoulder Returns.

It is noted by leading designers now that the natural shoulder is showing every indication of a "come-back" into the world of fashion in men's wear, especially for young men's cuits. Lapels are neither narrow nor wide this Fall, but a shade wider than last year, and the roll is in every case soft. The "nick" in the lapels varies a little: in some cases high-peaked lapels are designed. In other cases the level line prevailes.

Pockets are showing slanting tendencies, and variations as ingenuity and art apply in the creation of men's wear. It is even noted that an absolutely vertical line pocket in a sac coat is on its way to favor, an extreme idea, but one sure to have a share of vogue with smart and ultra-smart dressers.

Buttons show no departure this season. Conditions affecting their manufacture rather compel them to keep conservative in style. Two button, three button, and even four button sacs will be found in the Fall showings. Single and double-breasted coats will hold about the usual proportions of favor in Fall fashions.

Pants show no departures either, and will be worn with cuffs and without, not varying a great deal in width from the accustomed styles of the present, which incline a little towards the English narrow, but not exaggerated designs.

Fur Collars?

For the present, there is diversion of opinion about the fur collar for overcoats among designers. Some favor it. Some don't—perhaps the majority don't. This style may come. Certainly there is a movement afoot amongst the furriers to further it, but meantime it has not been included to any extent amongst Fall showings of some of the larger men's wear houses in the East.

Albert A. Culver, clothing merchant of Simcoe, Ont., is dead.

Robert McGhee is again entering the tailoring business in Madoc, Ont.

DISPLAY FEATURES IN NEW WINDSOR STORE

The Showing and Handling of Goods as an Essential Element of Selling Them Illustrated in Equipment of New Dowler Branch Store—Interesting Arrangement and Co-relation of Departments—Boys' Section By Itself at Rear—Fitting Rooms and Mirrors

AN UNUSUAL measure of success in two men's wear stores, one in London, and another in St. Thomas, has induced the firm of R. H. & J. Dowler to open up in another thriving centre in Western Ontario, at the extreme end, Windsor, now a city of some 20,000.

It is interesting to note the manner of store that experience in two other cities will commend to these enterprising merchants. First of all one notes that the new store will contain a combination of ready-made clothing and of furnishings. Next, perhaps, that the Windsor store will cater to the boy as do the other two, and that, while a section, at the rear, with a certain amount of seclusion, is reserved for him (and incidentally for the mother, who will accompany him in most cases) fully as careful attention has been paid to the equipment that will give the best results from the points of view of the "housing" of the merchandise, its efficient display and its sale.

Layout and Display Features

In this article it will be possible only to present the lay-out of the new store, showing the location of the various divisions of the furnishings and the clothing, and indicating the particular forms of unit displays that have been chosen for each section of goods.

As in the other Dowler stores the element of display stands forth, perhaps, as the most prominent feature. From front to rear, at any point the eye touches in its sweep, is display, display, display. Not that the goods are out "in the open," regardless of the element of dust; there has been secured a happy combination of protection and display.

How Ties, Shirts, Collars and Gloves Are Shown

Ties, for instance, are shown inside glass cases, but the cases are all of glass. Gloves are inside drawers, but a little compartment glassed in, shows a sample of every glove in stock. The collar boxes are inside their own special cabinets, but a little section is reserved in the center of the cabinet for one or more collars on tiny stands, and the electric light gleams brightly on the glistening display. Shirts are inside cases, plain of view, but lie on racks, according to sizes, easy to handle, and to show in a second, in dozens of patterns. Display-handling and the joint product of merchandising are co-existent in the strictly modern equipment of this Windsor store.

Best Merchandising Results

The men's suits are on a double-decked glassed-in cabinet, easy to pull out; easy to reverse, to show a duplicate number in a row on the other side.

And so it goes. From first to last, orderly arrangement, a separation of departments; a maximum of display consistent with the welfare of the stock, ease in handling that will promote a quick and large service to the customer: all inducing to the best results in the merchandising of the stock.

Doubled Depth of Entrance

As the detailed sketch of the plan of the store shows, there is a deep entrance, double the depth of the old store that was transformed. The windows are 15 feet deep, while the width of the whole front is 26 ft. 6 in., and the depth of the store 80 feet.

Two Units for Hats

The first line of goods at the left of the entrance is hats. These are in a glass-covered cabinet, on a rack that draws out, showing each hat on a nickel-plated bracket. There are two units of this character, one for stiff and one for soft; one for straws and one for soft, or any other combination, or all straws.

Four Cabinets for Men's Suits

There follows the clothing department with four units for men's suits, with interior double racks, revolving and adjustable. Between the first three and the fourth is a handsome-looking section, with a triplicate mirror in the center for showing a hat or suit on, and behind this are two trying-on rooms, each fitted with a seat.

Next are carried the men's overcoats in similar cabinets to the suits, but with a single rack only.

Boys' Suits Across the Back

Right across the back of the store is part of the boys' section, with clothing in cabinets with revolving racks, as are the men's suits.

Line of Glass-Topped Cases in Center

Along the other side, starting from the back, it will be seen that there is a series of show cases. All of these are glass topped, and the most have two or three glass shelves, or the shirts, however, there are 12, 23 or 30 wire guards, as the length justifies, each enclosing one size or price of shirt, and enabling the whole pile to be lifted up to the top of the case very readily to show the different patterns. A similar idea, of the draw-out sections, separated by wire guards, is applied to the showing of caps in the case.

Making Shirts and Gloves

Boys' furnishings, ties, collars, etc., adjoin the boys' clothing department at the side. Next these are working shirts, gloves, etc., in glass compartments, where they can be seen readily. Then comes underwear, in pull-out trays, and shirts. Next to these, moving back towards the front, is hosiery. Collars follow, with the little illuminated sample show case let into the various sections.

In the gloves, adjoining, samples are shown on the outside of each drawer.

Umbrellas and caps in suitable fixtures complete the right-hand side.

Oval Show Case in Center

Coming to the center aisle there is a unit for neckwear composed of a wide case with double oval ends, 5 feet wide, and two square showcases at each end, at right angles, leaving the space in the center for selling. All have glass tops and adjustable plate glass shelves, while the bottom of the case is lined with dark green felt. The oval ends give a neater appearance than the square, that looks a little abrupt as one enters the store. In the show cases at right angles, each has a double row of drawers at the bottom for holding stock.

Behind this is a show case for suits, with revolving holders and again a plate glass top.

The Wrapping Station

The wrapping "station" follows. This is not far enough to be inconspicuous, and not clash with the display of goods. There are two wrapping counters, and a shelf under each for paper, etc. A rather unique feature is a series of pockets on each side of the door for the sales books.

Odd Pants and Overalls

One more group of goods is located behind the wrapping station; a set of fixtures, four in number, for men's odd pants, and on the right hand side, two units for overalls, and two for boys' suits. For handling these there are trays that pull out, while the doors disappear.

The woodwork throughout is of quarter-cut oak in a fumed finish.

The front of this store with its art glass transom, is very similar to the new Fisher store in Ottawa, shown recently in MEN'S WEAR REVIEW.

SESSION OF KNIT GOODS MANUFACTURERS

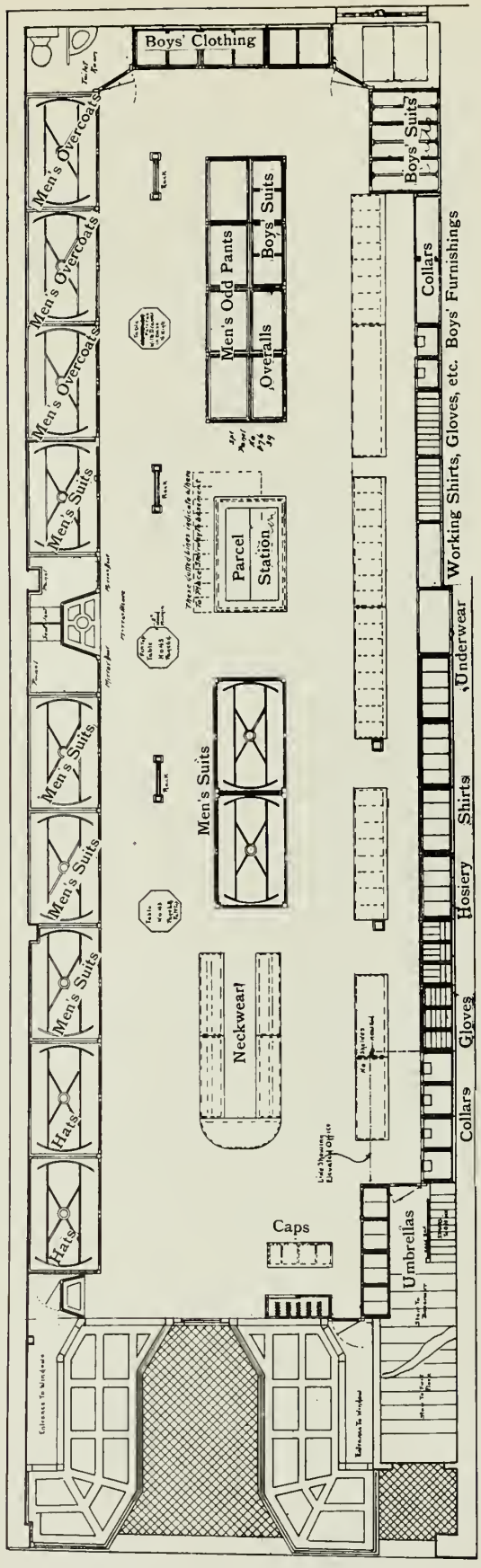
Very Prosperous Year Reported — Female Labor is Scarcer Than Ever—Complaint of Heavier Assessments Under Workmen's Compensation Act— Mr. Chas. Turnbull Chosen President

THE most prosperous year in the history of their mills was the universal report submitted at the annual meeting of the Canadian Knit Goods Manufacturers' Association held at Hamilton.

There were one or two points, however, that had a tendency to modify the otherwise favorable situation. One of these was the scarcity of labor. It was agreed that the turn had come at last in male labor, and with the coming back of the soldiers in increasing numbers there was an appreciable easing up. Not so with female help, which is by far the more important in the knitting mills. With the demands of the munition works on the increase, and more calls from other factories, the knit goods mills are finding it more and more difficult to keep the looms occupied, even at a constant increase in the wage scale. This element is interfering seriously with the output for the present year and holding down the orders that the mills will accept for Fall.

Another complaint, that came before the Association was the heavy increase in the assessment levied by the Workmen's Compensation Board for the Province of Ontario. The levies are based on the pay roll of the various mills on a certain percentage figure that changes for each class of factory, and during the past year the pay rolls have gone up anywhere from ten to twenty-five per cent. for the same number of employees, and that too with a smaller efficiency and often smaller output. While the per cent. of the assessments has not changed the gross assessment has gone up automatically with the wages. An endeavor will be made to have some consideration given this by the Board.

In the election of officers Mr. I. Bonner, General Manager of Penman's who had been president, retired and Mr. Chas. Turnbull, President of the C. Turnbull Co. of Galt, the Vice-President went up. The new Vice-President is Mr. Richard Thompson, President of Hawthorne Mills, of Carleton Place. The secretary since the organization of the Association, Mr. W. J. Westaway, was chosen again, and Hamilton will continue as the head office of the Association.



LOCATION OF DEPARTMENTS.

This is a view of the floor plan of the Dowler store, in Windsor. Note unusually favorable position of neckwear section with oval showcase. Also double fitting room at left side, and parcel station well towards rear. Splendid display is secured by row of showcases along right hand side. The equipment is the "new way" supplied by Jones Bros. & Co.

MARKET REPORTS

THE MARKETS AT A GLANCE

THERE has been a steadily ascending movement in prices of men's wear lines during the month, the majority of lines having recorded higher prices as a result of increased prices in raw materials. travelers for clothing houses are now on the roard with the Fall samples of goods and reports thus far are indicative of a good Fall business. These samples for Fall are in the neighborhood of 10 per cent. higher than Spring lines.

An interesting situation is developing in the Canadian hat trade. Owing, perhaps, to the partial interference with the European sources of supply, Canadian manufacturers are developing the manufacture within Canada and one concern will start into the manufacture of shapes at Guelph by June of this year, while another concern has been organized to import the shapes and finish the hats at Toronto.

Swiss silk manufacturers have announced a further advance of 5 per cent. on neckwear silk. Mills in Switzerland are still in operation, although deliveries of goods are very poor.

Prices on shoes for Fall delivery will be quite generally higher by at least 10 per cent. Wholesalers report one of the heaviest forwarding booking seasons on rubbers that they have yet had.

Waterproof coats have made an advance of 20 per cent. during the month, following an advance announced by English and American manufacturers. Demand for these goods has been heavy.

Overalls have made an additional advance of 50c per dozen in certain instances, and seem headed toward still higher prices. Women's overalls are now in good demand in Canada.

Underwear prices are in very firm market, advances from manufacturers for both cotton and woolen goods having been announced.

Trade conditions have been good during the month, the greatest difficulty being to secure adequate supplies.

SPECIAL SUITINGS HAVINGS BIG RUN; FALL LINES OUT

Demand For Overcoating Particularly Good For Fall Trade—Goods Going in Spite of Prices—Prices For Cloth Continue Firm

CLOTHING.—Manufacturers of clothing report that the orders for special suitings are much ahead of last year, one manufacturer stating that his trade for this class of clothing was fuly 50 per cent. greater than during the same period last year. This is accounted for by the fact that the workers are now making good money and they are ready to spend it for better clothing than they have ever invested in before. They have apparently come to the conclusion that since they are paying a good price for their clothing they might as well have their clothes made to measure. This special trade is of that nature where the dealers have the samples of the cloth, take the man's measure and the manufacturer makes the suit from these specifications. This does not mean that there has been large diminution in the amount or number of ready-to-wear suits manufactured.

There has been a heavy demand for overcoatings for fall, as dealers have had a good season in the selling of overcoats and they are now prepared to stock up again for the fall trade. Travelers for manufacturers have now been on the road for a short time with samples for fall. Reports made that the trade is shaping up most satisfactorily and that orders so far have been good. These lines which are being shown to the trade are fully 10 per cent. higher in price than were the spring samples. Higher costs of cloth, linings and labor have made it necessary for the manufacturers to ask an increase. There is no prospect of easier prices in cloths in the near future. In some cases deliveries have been coming forward fairly well from England on goods which were ordered last fall. In other instances the wholesale cloth dealers state that deliveries for some few weeks have been very poor and that stocks are dwindling and getting within narrow compass. There is a good demand for clothes coming from sections that hitherto had been only moderate buyers. And the prices which they are paying indicate that there is no hesitancy in taking the dearer goods. Mining sections of the north part of Ontario have been extra good buyers. Wholesalers who a month ago were in a doubting frame of mind as to whether it would be advisable to stock up with high-priced cloth on the present basis of mill prices, are now convinced that wherever there is good value to be had the goods should be taken up. With better wages being uaid than ever before in the mining districts and in the industrial centres there has not been a disposition to haggle over price. Anything that seems like good value is taken up. These wholesalers have come to the conclusion that they will take anything available from the mills provided they are of good pat-

tern. There has been a steadily upward trend to all quotations that have been made by mills during the month. The serious factor just at present is the slowness of deliveries. It was intimated some time ago that the British Government intended to speed up the export trade in all lines in order that the exchange problem may be kept on a better basis. This idea has apparently not yet borne fruit as the deliveries in some lines at least have still been very backward. It is pointed out, however, that the trouble in many instances is due to the Canadian railways. One importer has had a shipment of goods lying in the Toronto freight yards for three weeks, but at the time of writing had not been able to secure delivery. There was great congestion which made the delivery difficult. During the first part of the month no less than five steamers arrived in this country from England within two days and dealers anticipated there would be supplies of cloth on these steamers.

SHIRT SITUATION ON FALL LINES REPORTED GOOD

Manufacturers State Travellers Have Been Booking Up Good-sized Orders on New Fall Lines

SHIRTS, COLLARS.—Representatives of shirt manufacturers have now been on the road for some little time and reports so far are very gratifying of the amount of business being booked for fall delivery. The new prices in some of the lower-priced shirts carry an increase of approximately 10 to 15 per cent. over the quotations for spring and summer deliveries. The increase is in the lines that range from $1.25 to $2 retail. On lines that retailed for $2 and upward for the present spring deliveries there has been no increase in price. Manufacturers have been compelled to go into the market to purchase stocks of shirt cloths at higher prices, whereas they have been fairly well protected on the higher-priced goods. By the time the goods for spring delivery of 1918 are reached there will be generally higher prices all along the line. While there will no doubt be shirts to retail for less than $1.50, still the lowest quotations quite generally will be around that figure, according to the new prices. There will always be a certain demand for lower-priced shirts, but where they are quoted there will of necessity be a lowering of the standard in order to meet this price demand. This is a condition that is perhaps more common in the neckwear trade. Collars have held in steady market during the month, there being no disposition to advance prices. The raw cotton market, however, was in firm position and this will have some bearing on the situation generally if it is long sustained. Cash cotton in New York reached high record levels in the present upward trend during the month, when the highest point touched was 21.15c per pound. The United States at war has had the effect of putting firmness into this market. At the time of writing it was down slightly from high point, but the market was in a strong position. Demand for collars has been good.

CANADIAN MAKES OF HATS MAY GO TO LOWER LEVELS

HATS AND CAPS.—While there has been no immediate decline in the price of soft felt hats for immediate delivery still there is the prospect in view that prices will be lower for Fall delivery from at least one of the Canadian manufacturers. This firm has in the past been bringing their shapes from the United States on which it is necessary to pay 42½ per cent. duty. Consequently the lowest-priced line of this concern has been $21 per dozen during recent weeks. With the establishment of their new factory this heavy duty will be escaped, the only duty necessary being on the raw materials, particularly the rabbit fur, on which the 7½ per cent. war tax must be paid. This concern contemplates starting the manufacture of their line about the middle of July and will be making deliveries in August. For the line which is now being quoted at $21 per dozen it is stated that prices will be $10.50 per dozen, or $1.50 below present prices. No less than two new manufacturers of hats are making arrangements to get into the Canadian market in the near future, one of the plants to be established in Toronto and the other at Guelph. The present is considered an opportune time to get into the Canadian market in a manufacturing way as the European source of supply is to some extent shut off and goods from the United States must pay a heavy duty.

Shipment Of English Hats In

A good-sized shipment of English hats arrived in the local market within the past two weeks which was a welcome addition to present stocks. These goods were about two weeks late in arriving and in consequence were not sent out for the Easter trade. But in the face of conditions the wholesalers considered the delivery was made in fairly good time. The hats are reported to be a fine sample. Hats have been going into trade channels freely during the month, especailly where prices were announced slightly lower for fall delivery. On one of the Canadian makes of hats there has been an advance of $3 per dozen, which now makes the lowest selling price of this concern $21 per dozen. There is an interesting situation developing in the Canadian hat trade owing to the difficulty of getting the European goods and the high tariff that importers must pay on American goods. It is stated on good authority that one of the well known American manufacturers has been selling more hats in Canada than ever before, even in order that they may be better able to look after this growing trade it is stated they contemplate establishing a factory in Toronto. This fact, together with the mention that has already been made of the establishment of a factory at Guelph and the formation of a new company in Toronto to handle the shapes after they are secured from the United States indicates that considerable activity is going on in the Canadian hat trade.

Caps have been going into trade channels well, some wholesalers reporting it hard to get enough to supply the demand. With this good demand some lines are selling as high as $27.50 per dozen. The situation in straw hats is becoming more difficult and there is a tendency toward firmer prpices, in the cheaper grades of hats. From present indications it would seem that all lines of cheap straws for next year will be dearer. There have been no price advances on straws during the month, but one manufacturer is not quoting on cheap straws at all, which condition has been occasioned by the inability to get the straw braid from China.

SWISS NECKWEAR SILKS AGAIN UP 5 PER CENT.

Shipment of Italian Silk Reached Tie Manufacturers Recently—First To Come This Year—Silk Failles Are Up In Price

NECKWEAR.—An advance of 5 per cent. has been announced by Swiss silk manufacturers on neckwear silk during the month. There is welcome news to the effect

that there is no definite possibility that the Swiss manufacturers will have to close their mills through the operation of the British embargo. Goods are still coming forward although deliveries are very poor owing to the shipping situation. There was a feeling of doubt among the silk trade last month as to whether or not the mills in Switzerland would have to close because of the shutting off of their markets through the operation of embargoes. This feeling has been allayed by the announcement that the mills are not contemplating closing and that their markets would still be open. Within the past month a good-sized shipment of Italian silk for neckwear reached the local market, the first to arrive for some months past. This silk is used in the manufacture of the higher-priced ties, those that retail from $1 up.

One of the lines of neckwear that has advanced during the month is silk failles which are put out for spring and summer wear. This lines formerly sold at $4.25 per dozen but is now being quoted at $5.50. There has been an increase in the size of the tie, however, and this has accounted for some of the higher cost. The increase in the cost of the materials has accounted for the balance of the increases that the manufacturers have made.

There has been a good demand for neckwear of all kinds and the tendency is toward higher prices, although this advance is not apparent on the surface because of the fact that neckwear is still sold to a large extent according to well-established selling figures. Where these prices are still maintained there must of necessity be a lowering of the quality of the silk or in the amount of silk that was formerly put in a tie.

HIGHER PRICES STILL FOR FUTURE DELIVERY HOSIERY

Prices For All Hosiery Yarns Are Mounting—Next Spring Prices Will Be Much Higher Than For Fall

HOSIERY.—The situation with respect to hosiery continues to be one of much firmness. There have been advances in many lines during the month, following the announcement of higher prices for yarns by the manufacturers. During the month cotton yarns have advanced from 2c to 3c per pound and woolen yarns have gone up proportionately greater. Deliveries of hosiery are coming forward slowly from the English manufacturers and Canadian manufacturers are working to capacity. With the wholesalers some lines of hosiery are very reasonable in price as compared with the present selling prices of the manufacturers, lines in certain instances being quoted as low as the price which the manufacturers sell to the wholesale trade. Wholesalers will start their travelers on the road with their samples for Spring delivery of 1917 about June, and it is anticipated prices will then be fully 10 per cent. higher than those prevailing for goods to be delivered this coming Fall. The range of hosiery is limited, but there is every prospect that people will still be able to get enough hosiery to go around even though prices may be higher.

OVERALLS ADVANCE 50c AND POINT TO HIGHER PRICES

Recent Advance Announced by Cloth Manufacturers Amounting to ¾c Per Yard—Women's Overalls Going Strong

OVERALLS.—A further advance of 50c per dozen has been made effective by one of the large manufacturers of overalls which now makes the selling price $19.50 as compared with $19 at this time last month. The strong probability of this advance was intimated in MEN'S WEAR REVIEW last month. The time for delivery has been extended to June. Another manufacturer of overalls held prices without change during the month and at the time of writing was quoting at $17.50 and $19, according to the grade. Still another manufacturer of a grey line of overalls is holding the price steady at $16.50 per dozen. This latter concern is fairly well protected on supplies of cloth for some 5 or 6 months and it is probable there may not be advances in this line unless other factors enter. As an indication of the firmnes which exists in the overall situation an advance of ½c per yard in the price of blue overall cloths was announced about the middle of April. This would make an increased cost of ¾c per yard to Canadian manufacturers by the time freight and duty is paid from the United States. In other words, there would be an advance of approximately 50c per dozen warranted on the face of this advance in cloth. With the United States in the war there has been a firming in the market for khaki cloth and prices have been advanced considerably during the month. Manufacturers anticipate there will be a steadily upward trend to prices within the next few months as a result of the higher prices occasioned through the United States entering the war. Mills there will not book ahead for a time beyond two or three months. In this way they are holding a tight rein on the cotton market and are protecting themselves against heavy advances that may come in raw cotton. Manufacturers of overalls assert that higher prices are almost certain to materialize within the next three months if the quality of cloth is adhered to. The representative of one concern was of the opinion that the line which they are now selling at $19.50 per dozen would have to sell for at least $21 per dozen by August 1. Another large manufacturer expressed his belief in the situation as follows: "We think that by June present prices will look cheap and that by Fall prices on all cotton goods will not only be higher, but much higher than they are to-day. This opinion of ours is based on the opinion of one of the members of our firm who recently completed a long trip through the Southern cotton belt, including Virginia, Tennessee, Georgia, etc., and also a continuance of his trip to all the big cotton centres, such as Baltimore, Philadelphia, New York, Boston, Montreal and Toronto."

Women's Overalls Going Strong

One of the new lines that has been placed on the market is women's overalls. They are made of denims and galateas and range in price from $18 to $27 per dozen. The demand for these goods has been heavy and is expected to increase. It has swept over Europe and is now going strong in the United States. In Canada they are taking well because of so many girls and women who are engaged in munition plants. They are being advocated for general use for women in their household duties and can be worn over the skirt or not, as desired.

UNDERWEAR PRICES EXPECTED TO ADVANCE

Advance Will Affect Sorting Orders and Future Deliveries —Both Wool and Cotton Will Share in Upward Movement

UNDERWEAR, SWEATERS, MUFFLERS.—There are strong indications that considerably higher prices will prevail for both cotton and woolen underwear as Canadian manufacturers have announced that an advance of from 10 to 15 per cent. will be made on further sorting

orders and future delivery almost immediately. Wholesalers have had nothing to offer for Spring delivery for some little time, the line being all booked up during October, November and December of last year. Stocks of Summer goods in wholesaler's hands are very light and supplies may be short if the mills are unable to make their full deliveries in time. Orders that will be booked for next Spring will consequently be higher, according to the advices with respect to increased prices. With some wholesalers the price has not been advanced during the month, but the announcement of higher prices by the manufacturers may make a difference in the near future. The demand for sweater coats and heavy ribbed underwear has not been as heavy this Spring. Woolen gloves have been a rather scarce commodity in the wholesale market, as orders placed last Fall were cut down by the manufacturers. There has been a good sale of silk mufflers for next Fall. The trade in all these lines is limited by the available supplies. With the United States at war there will be still smaller chance of getting supplies from that quarter, because of the call which the mills will have to clothe their own troops.

HEAVIEST BOOKING SEASON ON RUBBERS IS REPORTED

Wholesalers Have Practically Completed Booking For Fall—Shoe Prices Will Be 10 to 35 Per Cent. Higher—Big Advances in Women's Lines

SHOES, RUBBERS.—Wholesalers in rubber lines report the trade for fall delivery the heaviest they have yet had on orders for future delivery. Travellers have been on the road booking for slightly over a month at a reduction of approximately 2 per cent. over the recent list prices. The announcement was made at that time there would be no guarantee as to how long the booking dates would be held open. It is quite generally anticipated that higher prices will be announced and this advance will affect any sorting orders that may come later. In past years it had been the custom of rubber manufacturers to drop approximately 5 per cent. on spring prices as an inducement to forward booking for fall delivery. This year the inducement was only 2 per cent. and it is confidently expected these quotations will not prevail for an indefinite period.

Manufacturers of shoes have had their travellers on the road with their fall samples of shoes and reports of business are very satisfactory. There will be advances in these lines ranging all the way from 10 to 15 per cent. for men's and up to 35 per cent. for women's. Some manufacturers are cleaning out available lines at prices that were announced during December, but these lines are limited in number and the increase of 10 to 15 per cent. will become effective as soon as these lines are disposed of. In lines of women's shoes there is a big advance announced for fall delivery one manufacturer stating that the increase in his lines would range from 30 to 40 per cent., with the average increase about 35 per cent One line, his cheapest line of women's shoes, have been increased from $3 per pair to $4.15. This is one of the plain but serviceable lines. And it is announced furthermore that this line will be higher by fall as the last shipment of leather for this class of shoe will make it necessary to charge somewhere in the neighborhood of 50c per pair more. This manufacturing concern have had their travelers on the road for some two or three weeks and have had an opportunity to size up the situation and see the trend of the trade. They report that business in Ontario is fine but that from some of the Western sections orders have not been quite up to their expectations. Orders this year have of course not been as heavy as last year as the year 1916 was an exceptionally good year because of the attractive values and the almost absolute certainty that prices were going to be higher. Merchants took advantage of this situation and ordered heavily. These goods have apparently gone into consumption as merchants are again ordering in goodly quantities.

U.S. At War To Affect Leather

Shoe manufacturers are of the opinion that with the United States at war there will be a much heavier demand for leathers of all kinds and consequent firmer and higher prices. The equipment of shoes, belts, artillery harness and other leather goods required for the army of a half to one million men will be enormous. With the hides of the Argentine sold for the year 1917 to Great Britain there is every prospect that there will be difficulty in getting sufficient quantities. Manufacturers are endeavoring to conserve the supply all that is possible by substitution of cloth uppers in women's shoes wherever that is possible. They point out that it takes from two to three years to produce a hide, while wool and cotton used in cloth uppers come forward with the new crop each year. Production of leather is necessarily slow and it is being used up at an enormous rate.

LEATHER FOR GLOVES IS IN VERY STRONG POSITION

Tanners Will Quote Only Where They Are Covered In Their Supply of Hides—Very Little Being Offered

GLOVES.—The situation in gloves has not shown any improvement during the month. There is practically no leather being offered by the tanners as they will quote only when they have the hides to cover their sales. They are unable to get supplies of hides and the quantity of leather is accordingly very limited. The market for glove leather is in a feeble state at present, there being practically no leather market. One large concern had some supplies of leather coming by way of England and were in doubt as to whether the operation of the British embargo would allow them to get this leather. Up to the present they have received no word that these stocks would come forward. With the United States at war it is anticipated the leather situation will be still more acute owing to the great demand which will be necessitated through the needs of the army. Manufacturers do not look with very much pleasure at the prospect of higher prices but they are forced to think that they must inevitably go higher. One of the lines that has advanced duridng the month is the automobile gauntlets which are now quoted as high as $48 per dozen, being an advance of about 5 per cent. One wholesaler is all sold up in his line of gloves as his firm only had some half-dozen numbers to dispose of. Following is the range of prices according to quality:—

	Per Dozen	
Split cowhide working gloves	$ 9.00	$13.50
Buckskin gauntlets	15.00	27.00
Buckskin moccasins	$13.50	19.50
Horsehide teamsters' mitts	12.00	27.00
Grey suede gloves	21.00	27.00
Ivory capes	22.50	27.00
Tan capes	22.50	27.00
Automobile gauntlets	37.00	48.00

HATS and CAPS

WELL, this certainly starts like a fine hat season. The men evidently have the money to pay the higher price required to buy good hats. Indeed manufacturers are telling of dealers who have reported lost business by reason of offering hats too low. He doubts if this is a general state of affairs, but certainly some dealers have reported that in advertising $2.50 hats they did not get the larger trade they expected but rather discovered that some people thought this hat must be cheap, discovered that a number went away saying that they wanted something better.

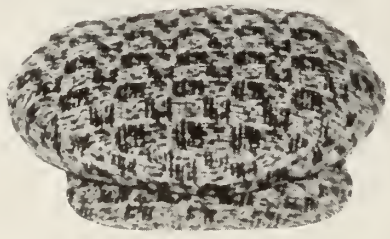
But while it has started like a good hat season—as reports on Easter business from all parts of Canada, indicate—this is very evidently going to be a hard season for hats. They are unusually difficult to get as well as unusually high in price.

Straw Stocks Low

The straw season is pretty well at hand. About the middle of May the demand may be expected to commence, providing the cold weather of the last week or two does not continue. Only two or three weeks at most before this hat season comes, and yet a good many dealers have not anything like the stock which they expected. This is due to a number of causes. Straws were scarce enough under any consideration and in addition to the ordinary trouble, fire has cut off some sources of supply.

But doubtless the hats will be forthcoming in the long run although it seems certain that there will be more substitutions than under ordinary conditions. Splits, for instance, are evidently going to be very scarce. There are some Italian chips being brought on the market—a low or modern priced hat which will undoubtedly have a bigger sale this year than formerly.

Not only because of the scarcity of straw, but also because of the high cost of labor, straw hats will certainly be high in price. The indications therefore are that



A New Model Shown by The London Hat & Cap Co.

sales will total less than in other seasons. It is probable for instance that more panamas will be worn than in other years. This opinion of manufacturers and dealers is based upon the simple argument that when a customer is called upon to pay $3.00 to $3.50 for an ordinary straw, it does not seem a very big jump to pay say $5.00 for a panama. As panamas will be shown at a lower price than formerly, and as the styles will undoubtedly be very good, it does seem good reason to expect there will be an unusual call for these.

Stiff Hats Coming Back

Perhaps the features in Fall hats is the return to popularity of the stiff hat. There has been a feeling for a season or two that this hat was on the way back. The soft felt, however, had proved so useful and so popular that many manufacturers hesitated to play up the new

Two Panama Hat Models sure to be popular this Summer. Shown by the Canadian Panama Hat Company, Toronto

line, or rather to play up a line which had been very strong in former years but less popular of late. But now the opinion is gaining that stiff hats will find more favor. It is not at all likely that this style will oust the soft hat, but across the line certainly, and in Canada apparently, it is coming to be good form to wear a stiff hat in the evening. This is a tendency too that well may be encouraged. If it is good form to wear one class of hat in the day time, and another at night, there is no question that the consumption of hats in the community will increase.

Soft felt hats are not showing any great changes in styles since our last writing. Some points are developing however with regard to the soft hat. To begin with the imported hat will be scarcer this year than formerly. This is due not only to difficulty in turning these out in the country of origin, but perhaps more to the difficulty in securing bottoms in which to bring these over to Canada.

Room For All Apparently

As would naturally be expected this is offering the Canadian manufacturers a chance to get a stronger hold on the Canadian trade. They are doing all possible to take advantage of this, but difficulty in securing the fur, the labor and the machinery are to some extent in the way. United States manufacturers are also attempting to make hay while the sun shines and to push their lines in Canada during the temporary scarcity of the European models.

From what can be learned however, these lines will be coming over here stronger than ever as soon as the war is over. However, it does seem that there will be business for all. Perhaps it is because of the general prosperity, or perhaps because people are coming to use different hats for different occasions, but certainly the consumption of hats has gone up of late in the Dominion.

Cap salesmen are now generally off the road, but will be back again in June—doing some sorting business for Summer lines. A number of novelties are to be put on, MEN'S WEAR REVIEW understand—novelties which will be particularly interesting to those who go after the automobile trade. More and more the cap business is becoming a specialty one and the special mid-summer styles are receiving greater attention. Prices of course trend upwards, but no great changes have been made recently, nor have there been any great alteration in styles.

MONTREAL RAPIDLY GETS OVER STRIKE

Men's Wear Manufacturing Industry Makes Strenuous and Successful Strides Towards Not Only Complete Recovery From Cessation of Labor But Also Towards Growth.

BEHIND the path of a battle there is devastation: behind a strike there are delays while readjustment of organizations are made, and industry resumes its effective operation with the co-operation of the employees. Montreal's great men's wear making industry is recovering well from the effects of the Winter strike. The employees are fulfilling their tasks with a will, and it would appear as if the sum total of disadvantage to the retailer in the men's wear business had been about reached.

Ready for Return of Workers

Admittedly the strike came at a bad time for the output of Spring goods. A vast amount of garments were left in partially complete stages, and it has not been just a play-time matter to get everything started again at full pressure and overtime pressure so as to get orders out rapidly for Easter business, and the new Fall styles ready for travelers to take forth on their rounds. This latter work is still in progress, and travelers are getting samples rushed to them by express in some parts of the Dominion. Thus the showing of the latest Fall lines is going to be kept as live and fresh as if there never had been any strike. That is as far as it is humanly possible to do so. The works were kept ready for the return of the workers from the first weeks of the strike. It was realized that however, determined both sides might be, a solution of the difficulties would be arrived at, and just as the world is to-day preparing for "After the War," so the manufacturers prepared for after the strike.

Sharing Up of Energies

As far as possible there is within factories a sharing of energies so as to deliver orders in as fair proportions as can be managed to all customers over the wide Dominion, and attention is paid also to the question of railway delivery difficulties so that allowance is made where possible for the far distant customers. Thus the minimum trouble is likely to be caused to customers, and indeed it is remarkable how speedily recovery can be made from strike conditions.

New Establishments Aid

The establishment by some firms of factories outside of Montreal was begun during the strike period, and this has enabled the manufacturers to cope with the after strike situation effectively also. Beyond doubt there will be a result from this also which will mean eventually a vast increase in the men's wear manufacturing industry of Montreal as the Dominion develops after peace is declared. The manufacturers are progressive and enterprising, and the place of Montreal in the men's wear map of Canada is their pride. The development of the industry begun under apparently adverse conditions, may be as the development of the world's commerce initiated during the war.

All Activity Now

Though labor is still in request to aid in the rush of business rendered necessary by the strike's delays, the factories are busy at top pressure to-day, and though there have been certain periods of religious holiday festivals recently amongst the men's wear makers, the progress of matters to a complete resumption of the conditions of manufacture and delivery as before the strike, and affected only by war conditions which are unavoidable, is very encouraging.

SHOULD MANUFACTURERS MAKE PRICES?

(Continued from page 40)

will exact more from them, if competition permits him to do so, than will be required of them if the maker fixes the re-sale price!

As proof of this point, it suffices to say that retailers complain that the makers of advertised, standardized, identified, price-fixed goods rarely or never allow them a sufficient profit; which means that they fix the re-sale price **too low**! So one asks again—Is it a bad thing for consumers to allow the manufacturer to fix and enforce the re-sale price?

The Knowles Bill Ill-Considered

The bill proposed by Mr. Knowles would appear to be an ill-considered one. To make it achieve the ends it aims at, he ought to make provision in it for a limitation of the manufacturer in fixing the price to the dealer—this first of all. Then having fixed this, the fixed re-sale price —to the consumer—can safely be left to the manufacturer and dealer to settle.

If, however, the law of the land shall undertake to meddle with a manufacturer's production and selling costs, the new state of things will be worse than that which now obtains. Costs of raw materials, labor, manufacturing, overhead, distribution, merchandising and advertising, will all have to come under regulation; and what manufacturer will stand for such a supervision and interference with his business?

WHAT IS BEING SHOWN IN MONTREAL

Some Fine Clothing Displays—The Bright in Ties—Silk Shirts to the Fore — All Lines Fully Shown.

ALL the men's wear stores in Montreal are not on St. Catherine St., and in making the round of some of those not on the famous thoroughfare, but situated nearer to the wholesale, business and financial districts, the fact becomes at once evident that all the brilliance and beauty of display in men's wear lines is not confined to St. Catherine Street's fine stores.

St. James Street's Showing

St. James Street runs through the financial heart of Montreal, and just around the banking centres of the city there are several splendid men's wear stores with displays calculated to delight the heart of the dressy business man and to persuade his pocket-book pleasantly.

For instance, take the showing set forth by Gibb & Co., Ltd., on St. James Street. Shirtings were displayed by this store which does a shirts-to-measure business and the delicacy of the design in light brown line upon rich, soft, creamy flannel fabrics was very attractive. Associated with the shirting showing the light brown line was exhibited a cravat in softest shade of brown with tiny diamond pattern, four little white-hearted diamonds with black outlines clustering together here and there on the brown ground.

Another shirting shown had light mauve stripes, three light lines running close, side by side, giving the effect of the broader stripe now prevalent, but with a daintier airiness. This idea was varied by a white outline square dropped diagonally over the light lines. Brown socks, brown spats and dark hued suitings accompanied the display. This is a showing such as might be expected to attract the conservative taste of a business man.

The Broader Stripes Appear

Henry Marks has a store down on St. James Street, and here were shown some of the new very broad stripe effects in shirts. Silk shirts they were, and big, bold stripes in cerise and soft luminous green. Another line of silk shirts in light lavender and maize hues without violent contrasting stripes, but all in one tone, found display in another of Marks' windows. There were shown also in this store some of the most brilliantly colored and designed cravats of the season, huge dragon flies or rounded off aeroplanes in silhouette forming the object of the design, a distinctly powerful effect and attractive in color contrast. These dragon fly ties were priced at $1.00 each. Dark Spring overcoats and a symphony in the shape of a light grey overcoat with soft hat in the same material featured also in these windows.

Max Beauvais' Attractions

Many a time has the display work of Max Beauvais' store been mentioned in this column, but the St. James Street store of this firm has not of late been described. Spring overcoats in all the shades of grey that never fail to hold the field from year to year, and in some of the newest styles and color designs, especially the brown greys were shown here. Chamois gloves had their place in the showing. A vest in very lightly outlined cross check occupied a prominent place in the window. A cravat in dark brown with an alluring dash of red in diamond clusters upon the ground. A soft green cravat figured upon a shirt with a broad but light-toned stripe. Quite an assortment of cravats with the variation of cluster diamond patterns in bright colors on dark ground found display in Max Beauvais windows. Shirts at $3.95 were associated with cravats at $1.50, and the same priced ties went also with shirts at $2.00, these cravats being of bright hued knitted silk in rich effect. There was an association between the dollar ties and shirts at a dollar fifty, but these shirts were patterned in square grid check, and the ties

Palm Beach material is becoming established as suitable for Boy's suits, as well as Men's.

ran to blues, purples, dull reds and greens without variation of color in the patterns which were large leaf design woven in. Max Beauvais' St. James Street store featured also a hat window.

A Silk Shirt Special

Rod Sangster, Jr., knows the value of a window display, as has been pointed out in a special article in this paper, and he changes his displays frequently. At the time of writing his store was featuring a special in silk shirts at $1.65, or three for $4.75, and these were in very tasteful stripes indeed. Only small sizes were available at the special figure. White Egyptian underwear was shown in the Rod Sangster store window, but high up, for the days are still too chilly to give this line its proper selling force as an occupant of the front trenches in the battle for buyers. The stylish Canadian-made Society Brand clothes featured by Rod Sangster, had their place in his displays in the newest Spring styles, and a considerable line of cravats attracted attention, several shown in flat greens

with the newest pattern effects. One cravat prominently shown in association with a new style shirt was in bold black with strong purple stripes laid in short lengths against the black ground. One whole section of window was given up to the new shape cravats with vigorously colored bands and stripes horizontal to the length of the tie making a bold color showing.

Three Corners in Men's Wear

Leaving St. James Street and coming to the very busy stretch of Craig Street, between Victoria Square and "The Main" three men's wear stores are found within a pistol shot of one another, but separated by the breadth of the street. They occupy three of the four corners of Craig and St. Peter Street, or Bleury St. as it becomes at this point. Broidy's goes in principally for suits and overcoats, and showed a fine example of the Trench Coat, also several neat styles in pinchback, and one of the very newest things in light grey suits with the brilliant linings referred to some time ago as on their way to fashion. The colors were yellow and purple, in stripes, and the sleeve lining alone displayed them. Broidy's did a new thing in suit display, flinging a very nice dark purple suit with apparent indifference across a frame, deliberately crumpling and twisting the material. It hardly displayed the lines of the garment, but it certainly gave confidence in the stuff.

"The House Opposite"

Right across Craig Street from Broidy's is Allan's, and this store did some good things for Easter, using artificial lilies and delicate frame-work bridges and arches of white enamelled wood to support floral effects. These, amongst the display of suits, shirts, cravats, etc., contributed to effective showings. Some very late pattern caps were shown by Allan's, the patterns of the tweed used in these being decidedly louder than have been so far seen this year. Very large and brilliant patterns in cravats were also shown, the embellishments being after the orchid petal pattern, but conventional. Spring shirts in gay stripes—the broad stripes that will rule widely this Spring, were shown. Gloves had a good share of the display, and one whole window of this store was devoted entirely to workingmen's working garments, overalls, shirts, gloves and slicker-coats.

Opposite Again

Right opposite Allan's is the "The Hub" men's wear store, and here were featured all kinds of suits, overcoats and similar garments for the outer man. Overcoats in light grey, and suits in many hues of darker tendency were shown at all prices with a leaning to the popular and even to the quite low-priced, a suit at $12.50 being shown even in these days of advancing clothes cost. In a quiet window were displayed some of the lightest hued large pattern cravats visible in Montreal, light yellows, pinks and mixed tints partaking in the color scheme. These ties sold at 75 cents.

Dodging St. Catherine Street

Still in the effort to dodge the lure of St. Catherine Street, but boldly crossing that alluring avenue of commerce the observer of men's wear displays reached O. Legault's premises on Bleury St., near the Imperial Theatre. Here were shown hats, Mallory hats at $3.50, and some others at $2.50 had their place in the showing. Two-dollar shirts and one-dollar cravats came along together, the cravats gaily as toy rainbows in blues and other positive colors, and all the latest styles and patterns. A neat showing of soft collars with some of the latest devices in the way of front fastenings as shown in our advertisement pages lately found position in Legault's windows.

The Batwings Flutter

To avoid St. Catherine Street and still tell what is showing in men's wear in Montreal is possible, but hardly advisable, and from Bleury St., near the Imperial Theatre, to Blumenthall Sons, Ltd., is but a step. It may seem an exaggeration of the range shown in one large St. Catherine's Street men's wear store to say that to describe its window shows alone would probably take half as much space again as has been already given to this resume, but that amount of space could easily be devoted to Blumenthall's Easter and Spring opening displays.

One window was given over to Hartt Schaffner and Marx lines, this store being the exclusive agency for these much advertised clothes in Montreal and Eastern

This check, with hat to match, makes an attractive suit for the 7-11 boy.

Canada. A trench coat at $25.00 and the real New York at that, was shown, and also a light Spring overcoat in a new tone of warm grey, almost a yellow. Another very rich-looking Spring overcoat was in similar warmth of tone with an abundant variety of wools in the weave reds, ochres, browns, purples, mauves, etc., flecking the fabric with really attractive effect far beyond power of cold type to convey. This coat sold at $18.00. Silk shirts were shown in all the new stripes, and here the batwing tie fluttered in neat little diamond patterns, though the strength of the tie display ran to four-in-hands and one fine effect in gold diagonal stripes on brown and purple ground is worth mention. Large circle patterns, rose filled in conventional lines also figured on some new ties here shown. Knitted silk ties, gloves, hose and a hundred lines besides all filled to overflowing and most effectively the Blumenthall windows.

SOME TENDENCIES IN SHIRTS AND COLLARS

Specialties for Summer Holiday Trade—The Reversible Soft Cuff—The Soft Flannel Shirt—A Word as to Prices.

WHILE there is nothing particularly new to record in the Shirt and Collar situation, a number of tendencies are presenting themselves these Spring days, and it will do no harm, certainly to hurriedly run over these.

First, there is noted here, as on the other side of the line, a tendency to make special shirts to meet the special needs of the man going on his Summer vacation. You may say, "Oh, but the man isn't going on a Summer vacation this year. He is going to the farm to assist with the harvest." We hope you are right, but we doubt it. You remember what Artemus Ward, or some similar humorist said about love of country. "Why, I love my country so much that I'm willing to sacrifice all my first wife's relations for it." We fear it will be somewhat like that with this back-to-the-farm for-the-summer-holidays movement. Many will go. But many will urge others to go, and will themselves whirl off to the most comfortable resort of which they know.

And here is a point of great interest to those dealing in men's apparel. In the trunk of those going to the Summer resorts will be some clothes, some shirts, bought especially to be worn during the vacation.

These special summer lines are being shown now as sorting lines for summer, being taken out by the travellers with their fall goods. They are high-grade shirts, of course, many of them in silk, for silk is going to be a very big line during the coming season.

Another tendency seems to be towards a reversible soft cuff. Means of effecting this change are at hand. It is not quite certain yet whether the cuff cut to give double use in this way can be quite as neat as one cut on the old lines, yet as has been said, there appears to be a tendency to try this innovation—an innovation to the end of defeating the devastation caused by the modern laundry.

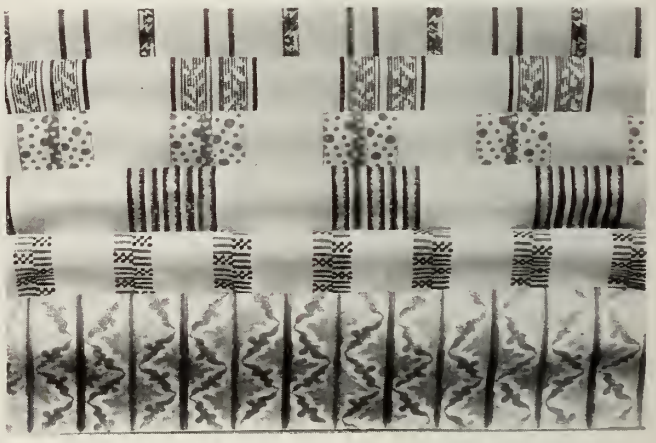
Also noted is a tendency to make cuffs a little narrower, more close fitting. Then there is said to be a tendency to return to the stiff cuff—this in the United States. It is admitted, though, that this is merely a tendency, which has so far gained little strength. Certainly the soft cuff reigns as strong a favorite as ever in this happy land.

The soft flannel shirt, with the low lying soft collar, seems sure to have a bigger run this year than for some seasons. For 1918, moreover, the indications are that it will be bigger still. For the present season, however, there will be a strong demand for the Sport Shirt which has been to the fore the past two or three years.

Something has already been said regarding silk shirts. Now the silk from which these are made—especially the popular crepes—is very scarce. Yet, high prices though this means, there is going unquestionably to be more buying of this line from the retailers during the coming summer than ever before. The shirt was sold largely last year. Retailers, who have a splendid chance to feel out the opinion of their customers, are satisfied that these shirts gave satisfaction, and will again be in big demand. For 1918, unless some change in conditions affects the supply of money in the pocket of the average man, a state of affairs which may of course be a factor, the silk shirt will probably gain still further favor. It has merit behind it—the might of quality which does make a right buy.

And a word or two on Collar tendencies.

Unquestionably soft collars are still gaining in the popular esteem, but they are gaining along novelty lines.



A few of the new Fall shirtings. Shown by the John Forsyth Company.

The price does not seem at all a factor which determines purchase. Dealers generally believe that a 25c., or even a 35c. soft collar will sell as well as a 15c. one. But the style, the cut, the quality of the goods—that is the thing. The purchaser wants something different—something which he believes will particularly suit his peculiar style of beauty.

So the making of soft collars apparently is becoming almost a novelty game—something like the making of fancy collars for women. Specialties have continually to be brought out. The wonder is that so many can be devised—that so many suitable cloths can be employed.

Another wonder—one which has caused manufacturers and dealers alike to marvel is a tendency on the

part of a goodly number of men, both young and old, to purchase high soft collars. The general idea has been that the low collar is both more comfortable and neater in apperance.

Now it is pretty hard to explain a tendency, yet Men's Wear Review has been enquiring among wearers, just why so many of them like a high collar. Some say they don't. Others state that a soft collar doesn't seem to look well on them and that they have given up wearing them at all. Still others, and these a fairly good percentage, say that a low soft collar does not set off their particular charms, but that a high, close fitting one will. Moreover they say they find these just as comfortable.

We honestly doubt if the soft collar is worn as much for comfort as it is for that degree of differentness, of devil-may-carelessness which so many like to affect. But we may be wrong here. Such a thing is possible.

What of the future of the soft collar

Some nineteen years ago the turn down collar was coming to the fore, and the question then was—will it be a passing style, or develop into a style. You all know where the turn down collar stands to-day. That the soft collar will find such general favor is doubtful. All the same we do feel that it is due to be a staple, and a line upon which there will be a big run, not only in the summer, but during the winter months as well. It is a collar which suits many. It is a collar which can be laundered at home, and this is a very big factor. More people almost than one would imagine are now having their soft cuffed shirts done up in the stationary tubs in the cellar. There is thus effected a saving in cost—a saving in wear and tear on the shirt. The soft collar can be done up in the same way, with the same advantage accruing.

And now let us consider very briefly tendencies of price and style. Read the word of one manufacturer.

"Within the last week, the cotton market has been turning most unexpectedly towards still higher prices. It seems now that it is not a question of prices, but delivery. Every mill seems to have a great many more orders than can be taken care of.

"Regarding the prices of garments, let us emphasize that, while the piece goods have advanced tremendously, the made up garment has not advanced at all in the same proportion. In other words, while high prices prevail in all commodities, the manufacturer is actually receiving a smaller profit than in previous years. Except on low priced material, which is extremely scarce, probably because it is not recognized owing to its inferiority, patterns are shown in the most extreme designs, and varied colors."

Says another maker: "We can not as yet undertake to give you any information regarding Spring 1918 conditions, except that prices will be undoubtedly 15-25 per cent. higher than those which we will quote on shirts for Fall delivery."

And there you are. It certainly looks like higher prices. We frankly can not see the possibility of any thing else for the year 1918, except of course by the dropping of quality, which after all amounts to the same thing only accomplished in a less honest way. But there is this cheering feature—the style, the patterns, the colors even, are remarkably good. Sometimes a shirt man, comparing a shirt of to-day with one of similar price bought some time ago, is convinced that he is something like a pirate to ask the money—but considering the factors that have entered into the business the value being given is really remarkable. The workmanship, certainly, is better than ever.

Three shirts in Tooke's new range.

BRILLIANCE IN NECKWEAR IS THE FALL NOTE

But the Conservative Taste Will Find Abundance of Range Also in Good Staple Designs —Reefers are Likely to be very Much in Demand—Latest Tie Tendencies

BRILLIANCE in neckwear for the Fall seems more and more the assured note. Even if the color spot on any particular cravat is in itself small, there will be so much vividness and decision about the color characterising the pattern that it will carry out the idea of brilliance which pervades almost all outstandingly new neckwear for the Fall. These exceedingly vivid color spots in orange, and green, and red which find their way sparklingly into otherwise quietly toned cravats give

An ample model in Palm Beach shade, with ombre stripes. Shown by Niagara Neckwear Company.

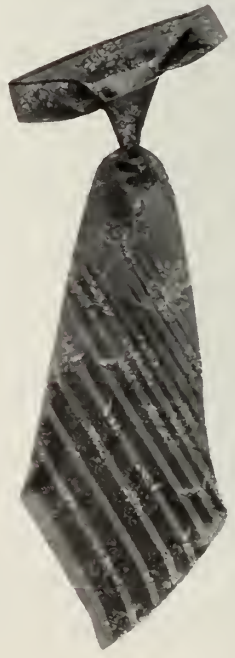
great attractiveness and distinction, and make for good sales. It is almost impossible to resist some of these new Fall ties even of the most average design, while the exceptionally pretty ones would simply have to be shown to find purchasers.

Printed Failles Strong

Printed failles are well to the fore for Fall business. They are being bought considerably already, and the wealth of originality and color-conception in them is certainly interesting. That printed failles will prove strong sellers is easily assured. For the season of publication they are already selling in many lines, and about the holiday season they will appear in all their glory, some with the same designs as are visible in the latest silk sports suits worn by the most fascinating femininity. The big oddly shaped, and always interesting object pattern in Palm Beach style is found quite noticeably in some lines of printed failles.

Paisley and Orientals

Big Paisley and Oriental patterns are strong also in these lines and will hold sway well on into the Fall. Color brilliance, and pattern elaboration seem the settled idea in creating cravat silks at present. Regarding the supply of high grade silk and silk mixture fabrics at present the word seems to be in the main satisfaction. Vexations due to the war which existed very seriously to harass manufacturers in previous months have been to a great extent overcome, at least by American sources of silk fabric supply. From England there are still coming quite large quantities of the lower priced lines, and it looks as if the manufacturers over there were making the most of what opportunities they have to send out their goods, the markets in many directions being curtailed.



A Pekin Faille of the Oriental effect so popular now. Shown by E. & S Currie.

J

The New Way System

CONSISTS OF

Interchangeable Units for Furnishings

Revolving Wardrobes for Clothing, Hats and Furs

It is the only efficient and economical system of store fixtures that will absolutely increase sales and reduce overhead.

This is the system adopted by R. H. & J. Dowler, Windsor, Ont., as described in this issue.

One of our representatives is in your vicinity. Let him explain the system. A post-card will bring him.

The New Way Revolving Wardrobe

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

Taffeta Promises Well

There is a good outlook judging from present indications, for taffeta ties this Fall. They present as regards pattern the Jacquard idea principally. A very neat novelty is produced by running an extra shute color through in the form of a cross bar on the bias, the Jacquard pattern running right through the cross-bar as well as covering all the ground of the tie.

Jacquard weave and Lance—muticolor lances upon staple shade grounds, are coming forward freely for Fall, and are very attractive designs for cravats. The colors used are vivid in almost every instance. The patterns are inconspicuous but very pleasing. Another strong line should be Paisleys in the two shuttle weave. You can't very well escape Paisley this Fall.

Very Refined Production

Amongst materials shown from which the Fall lines of cravats will also be manufactured there is one very charming production in the form of a small velour faconne check, with a delicate shadowy effect. This cravat is one which ties up very handsomely when made up, and the fabric possesses considerable attractions for

An Oriental Crepe Faille, in fine Persian colors. Shown by The Sterling Neckwear Company.

the customer of quiet taste who still delights in a certain richness of effect. In this connection it may be noted that no matter how vigorously the vivid colors, and large patterns may advance upon the entrenchments of fashion, the staple lines of good sensible neckwear refuse to be budged from their unfailing popularity, and in fact have never seemed stronger than for the coming Fall.

"Hawaiian" Failles

Something new this Fall should be the "Hawaiian" Failles which are coming forward in big bold patterns with lots of bright colors in them. Amongst the more striking of the patterns shown in this line is one with a really large 'wheel' effect in the fabric, a design on such a large scale in proportion to the size of the tie when tied four in hand, that only a portion of the 'wheel' about a fifth of it, can be visible. Quite enough however to make a very striking effect in neckwear. These Hawaiian Faille designs are also coming in strongly in the new Japanese motif designs, the Oriental as well as the Paisley influence, as has been shown previously, being very much in evidence in the designs used in fabrics for cravats. No doubt the fact that Japan is one of our Allies exercises an influence in this direction. Popular taste is frequently patriotic though not invariably so.

The Merry Mogadores

It would not do for this Fall season to forget the Mogadores handloom gros-mobile cords in stripes or different color effects, some with the horizontal stripe or band, some with the band on the bias, all with brilliance. These are a real sporty tie, and bound to make their mark in the Fall men's wear business.

Double shuttle weaves, and ombres are going to have a whole lot of vogue unless indications play fast and loose with the truth as to the future. All kinds of coloring will come along gaily in the double shuttle fabrics. The big flower patterns with lance effects, and checks also will find favor beyond doubt in many varieties, also a light colored check laid over a Jacquard pattern.

Reefers Very Strong

It seems impossible to suggest too much strength to the reefer for this Fall wear. There are abundant varieties coming forth in all the glory of new designs. Paisley designs hold very strong favor, and come in their most fascinating range of coloring. Purity of the colors will be noticed as a feature in the offering of Paisleys. It would seem as if art had defied the war, and aided the industry of tinting textiles against all its troubles.

Moiree reefers are coming in very decidedly according to indications, and are in fact being widely called for. The designs are moireed with pattern and with stripes. Fringes on the reefers show remarkable range of coloring, all possible hues of silken threads being used in them, and the hand-knotted effect is particularly pleasing. It certainly looks to be a Fall in which very attractive reefers will be widely shown, and widely worn.

HERE YOU HAVE IT

REGINALD bought an evening tie, and wishing to be immaculate, asked the shop assistant to tell him the correct way to tie a bow.

"Well, sir," said the obliging assistant, "you hold the tie in your left hand and your collar in the other. Slip your neck in the collar and cross the left hand over the right, with the left hand, steadying the right end with the other end. Then drop both ends, catching the left with the right and the other with the other. Reverse hands and pick up the loose end with the nearest hand. Pull this end through the loop with your unengaged hand and squeeze. You will find the bow tied, and all you have to do is to disentangle your hands."

TRAVELER WANTED

TRAVELLER WITH FIRST-CLASS CONNECTION IN THE MARITIME Provinces for profitable side line for dry goods and men's furnishing trades. Apply Room 203, 314 Notre Dame St. W., Montreal.

Popular Japanese Designs

For sporting, and all outdoor occasions, these ravishing, sensational, Shantung silk ties will assuredly lead.

Brighten your window with these. We have them in ten different ranges, all bright, novel, compelling.

We ship orders same day as received

Write and have us forward to you at once a five or ten dozen sample assortment of latest novelties.

Niagara Neckwear is made with "Mitchell" Slide Easy Band. It slides through any collar.

Niagara Neckwear Co., Limited

Niagara Falls, Ontario

Particular men like *Imperial Underwear*

Whether it's a combination or a two-piece garment the Imperial line offers the wearer a combination of comfort and value that permanently clinches his custom for the Imperial dealer.

Here are a few of the outstanding superiority points in the Imperial line:

Lap-Seam Shoulder, Comfort-Fitting Collarette, Snug-Fitting Flap, Closed Crotch, Improved Knit Cuffs and Anklets.

See for yourself what selling certainties this line offers you. Get samples from your jobber.

Kingston Hosiery Co.
Kingston, Ontario

Sell More Shirts

The Dale Half-Bust Form Shirt Displayer will help you. It takes up little space—just the thing to make that bare corner attractive.

Dale's Half Bust Form Shirt Displayer for Plaited, Stiff Bosom and Ratine Shirts.

The model here illustrated is mounted on a handsome square base with adjustable tube standard allowing many different heights and angles.

OUR COAT FORMS

The natural curve to neck ensures perfect fit.

Dale Wax Figure Co., Limited

106 Front Street, East
Toronto, Ontario

Montreal Office
144 Bleury Street

TWO NEW "NUGGET" LINES

Toney Red —and— Dark Brown

Price and quality the same as "Nugget" Black and Tan shoe polish. Order some from your jobber or write us.

The Nugget Polish Co.
LIMITED
9, 11 and 13 Davenport Road
TORONTO, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

Arrow Garters,

Arrow Armbands,

Leather Belts, etc.

AN ARROW GARTER WINDOW
(Shown by J. Levinson, Montreal)

Mr. Levinson did good business from this window. You can do the same by displaying our lines for SPRING AND SUMMER trade.

Ask your jobber or write direct to us

ARROW GARTER MFG. CO.
314 Notre Dame Street West. - MONTREAL

KANTKRACK

the composition collar with the linen-line appearance.

Show your customers a KANTKRACK model and let them note the remarkable linen-like finish.

Show them too all the modern styles that are obtainable and you'll reap big sales of KANTKRACK in your collar department.

And every sale will be satisfying. KANTKRACK collars will give a service to satisfy your every customer. Style, fit and finish are all nicely embodied in these superior composition collars.

Made in
"ONE GRADE ONLY AND THAT THE BEST"

Remember the three KKK when ordering composition collars

Parsons and Parsons Canadian Company

Makers of the famous KANTKRACK *composition collar*

HAMILTON

THE WINNERS

POPULAR

NECKWEAR

(TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

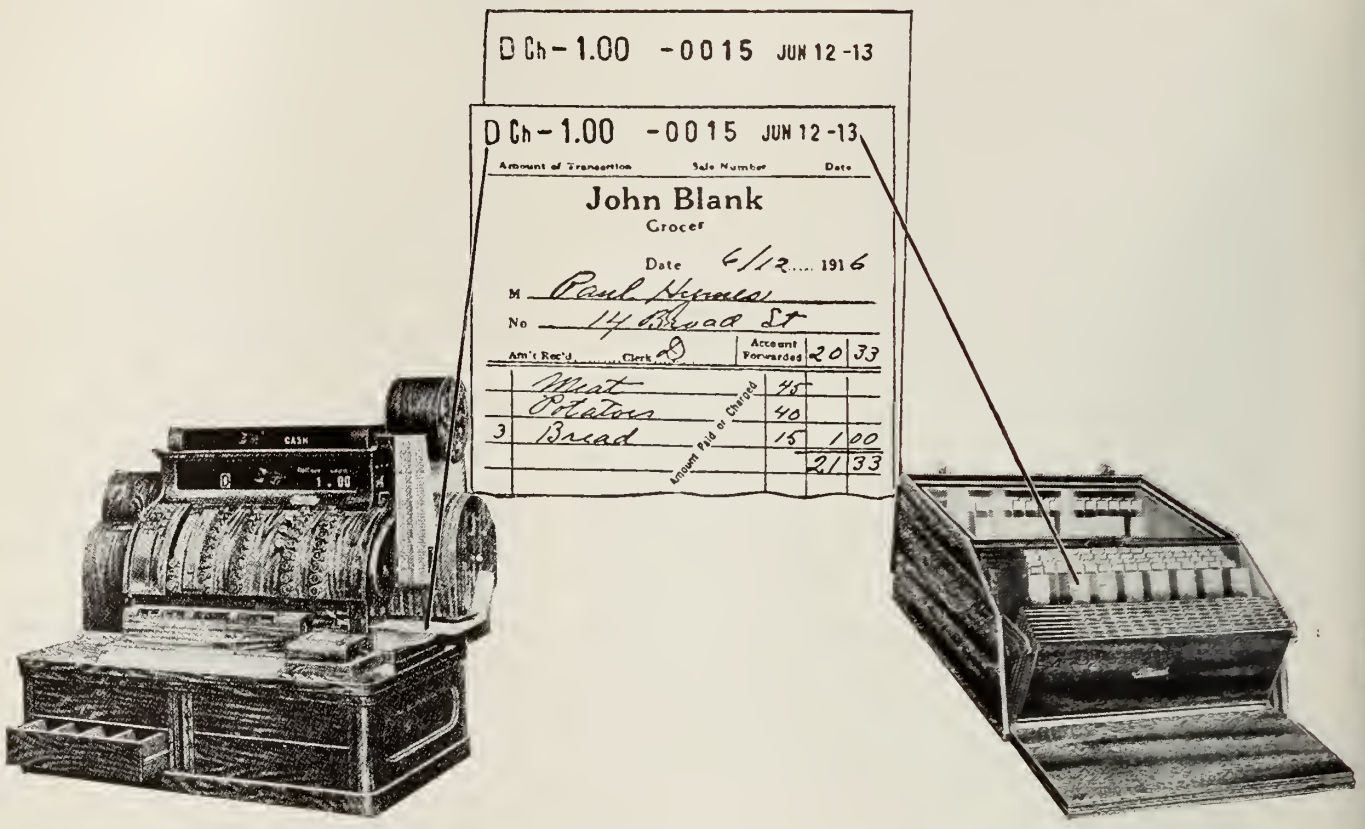
At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED

301 ST. JAMES STREET, MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

A simple, complete system for retail stores



The electrically operated National Cash Register

Does 25 necessary things in three seconds. Simple to operate — saves time. Forces accuracy — gives quick service.

The new National Credit File

Cuts out all book-keeping of customers' accounts. No blotter—no daybook—no customers' ledger. Every customers' account balanced to the minute.

Stops leaks, satisfies customers Increases profits in stores

Our new model cash registers do more effectively and more quickly all the necessary operations in the handling of money. They save time, stop losses, prevent mistakes due to carelessness or inaccuracy. They safeguard your profits. They are indispensable to the efficient management of the modern store.

The credit file is a new N.C.R. invention as important to you as your telephone or cash register. It is so simple that anyone can operate it. It is speedy and convenient. It is so complete that a record of the whole credit business is always available. It is safe, records being in sight, but locked away from all tampering. There is nothing else like it.

Information about National Cash Registers and National Credit Files can be obtained easily from any N.C.R. office or from us.

The National Cash Register Co. of Canada, Limited

Christie Street ∴ Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Better now than ever

College Brand Clothes is attaining popularity, not alone on the merits of its great values, but upon the Exceptional Styles, Exclusive Models, Perfect Tailoring and Trimmings.

The adding to our staff of a **new Designer,** a gentleman of exceptional ability with long and successful experience with some of the leading Clothing Manufacturers of the United States, and our new improved factory methods, place us in a better position than ever to add to our high standard of quality, increase our output and give better service.

Notwithstanding the great scarcity of woollens, we are showing this season a large and varied range of Fabrics for

SUITS AND OVERCOATS

which will appeal to the most exacting buyers in the trade, and we can recommend with confidence to all first class clothing merchants, that it will be entirely to their advantage to see our line before placing Fall Orders.

Buying College Brand Clothes cannot fail to build up your Clothing business, no matter where located.

If our representative has not already seen you, drop us a postal card, and we will have him call and show you the most *wonderful,* POPULAR-PRICED CLOTHING line in Canada. DO IT NOW.

College Brand Clothes Co., Limited

45 St. Alexander Street, Montreal

(READ BUILDING)

If any advertisement interests you, tear it out now and place with letters to be answered.

OUR LEADER

CHINCHILLA
Navy Grey Brown
Sizes 3—10 Years (Full Sizes)
$2.50, plus Duty

Levinsohn Bros. Co.

4-6 Washington Place, New York

BOYS' *and* JUVENILES' CLOTHING

Boys' Suits, 8—17 years - -	$2 25 up
Boys' Corduroy Suits, 8—17 years,	$2.75 up
Boys' O'Coats, 9—18 years - -	$4.12½ up
Juvenile O'Coats, 3—10 years -	$2.25 up
Juvenile Novelty Suits, 3—9 years,	$1.62½ up

Write for Samples to Canadian Representative:

R. Johnston

35 Wellington Street West, Toronto

Lion Brand Bloomers

The right line to push for better business in your juvenile clothing department.

There's a quality, a fit and a finish to every garment that delights the boy and pleases the parent.

ASK FOR FULL PARTICULARS
OF THIS MONEY-MAKING LINE.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

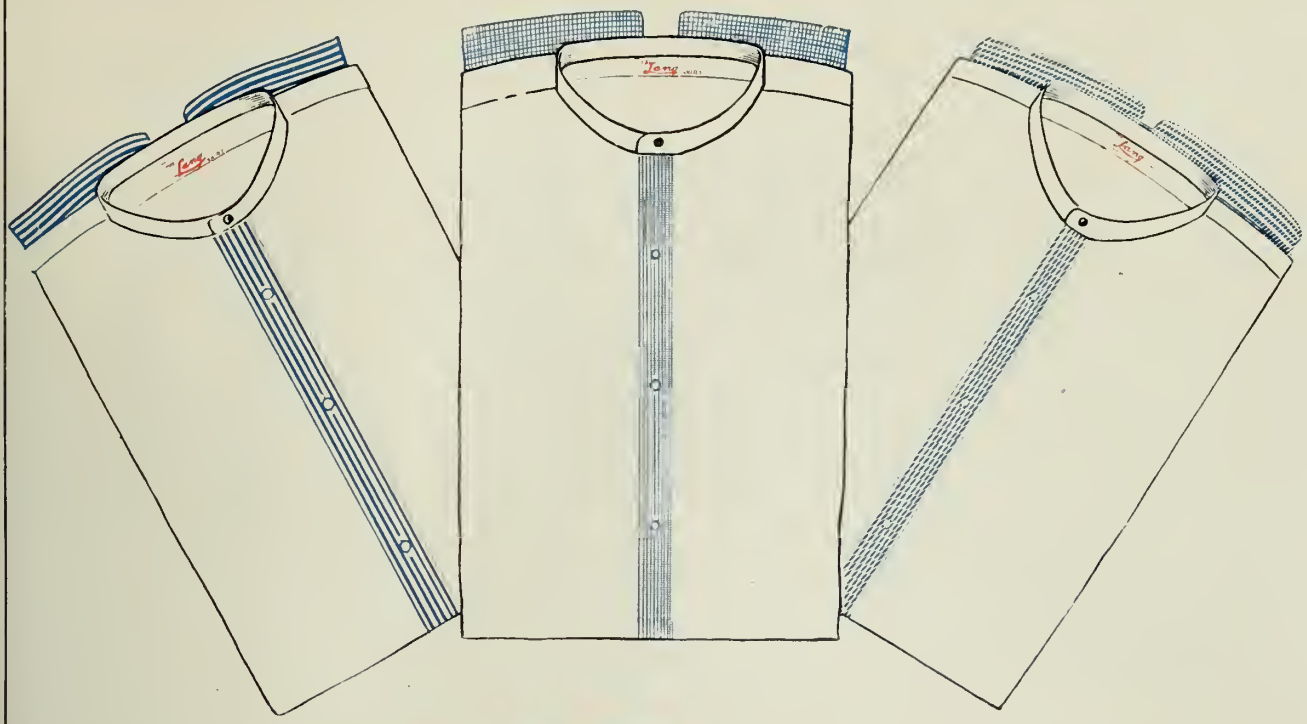
A new and better way to press Garments used by Gents' Furnishers, Men's Clothing Mfgs., Underwear Mfgs., Cleaners and Dyers, Skirt and Cloth Mfgs.

The Hoffman Garment Press

Add a Pressing and Cleaning Dept. to your Gents' Furnishing business and see your business grow. It keeps the young men calling at your store. Pays big profits on small investments. The Hoffman Sanitary Press enables you to turn out a high-class job in quick time, at low cost. This Dept. will pay its own way and help swell your profits.

WRITE TO

Palmer & Co., 12 CLINTON PLACE TORONTO, ONT.



THE Lang SHIRT

"The line of unusual values"

We still have a

$9.00 Shirt

The line illustrated above for Fall delivery is shown in twenty-four different patterns and colors. The colors are guaranteed, the materials of good quality, in neat quick-selling designs. You will need to place your order early to secure your share of this number for Fall at nine dollars per dozen.

Our salesmen are now showing the complete line of Lang Shirts for Fall, 1917.

The Lang Shirt Company, Limited

Kitchener, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

You will be interested to know

that after a successful career in Toronto we are now *moving our business to Guelph* where we have secured a splendid four-storey plant 55 x 95 ft. in size. This change will not only enable larger production but will make possible a higher quality hat than we have yet produced—Guelph having the spring water and the dry atmosphere so necessary to the manufacture of these lines.

The factory will be under the management of J. Krises, New York, who for the last 30 years has been connected with the hat trade, and who for a period of ten years created the hat styles for the largest chain of stores in the United States.

Our hats will be sold on their good qualities and style.

Our representatives have been out for the past fortnight and splendid orders have followed their showing of samples.

WAIT FOR THEM

Mr. W. J. Galvin, Western Ontario.
Mr. Joseph Totton, From Port Arthur to the Coast.
Mr. W. W. Grills, Toronto and Northern Ontario.
Mr. H. M. Patillo, Quebec to Halifax.
Mr. H. E. Van Luven, Eastern Ontario and Quebec.

The Fried Grills Hat Co.

LIMITED

Guelph, Ontario

"Craftana"

Registered No. 262,005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

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This label in a Raincoat is a sure guarantee for the quality and workmanship of the garment.

Behind the label stands the largest manufacturer of rubber goods in the British Empire.

That is why your safest buy in Raincoats is the

"DOMINION" RAINCOAT

Made in Canada

Write our nearest branch for information as to prices, styles and cloths

---

Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE - MONTREAL

"Service" Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Brantford, London, Kitchener, North Bay, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver, Victoria.

ALLKRAFT

A new TOOKE COLLAR for Spring

Our "Allkraft," a new trim style—of full weight, is the latest addition to the famous Tooke line of stiff collars.

DELIVERY NOW

Makers

TOOKE BROS.
LIMITED

Montreal Winnipeg
Toronto Vancouver

Tooke

THE MEN'S WEAR REVIEW

Vol. VII. | OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO | No. 6

FEATURING

Retailers' Opinion of Trade Marks.

What Men's Wear Dealers are Breaking the Law?

How to Make Men "Dress Up" in Your Town.

Selling Clothing by Movie Methods.

Summer Lines in Window Trims.

THE MACLEAN PUBLISHING COMPANY, LIMITED, TORONTO

TRADE MARK REG. U.S. PAT. OFFICE

IRONCLAD KHAKI

GUARANTEED FAST SULPHUR DYED
COVERED BY THREE GUARANTEES

"Rough Rider Special"

Has a special interest for you

"Rough Rider" is one of the Ironclad Specials—it's a stand-up, tough-fibred fabric, made especially for garments that must rub up against hard usage in the field —for chauffeurs, mechanics, surveyors, engineers, etc.

Ironclad Khaki is made in a weight and quality for every purpose.

Rough Rider Special is fast sulphur dyed

—a requirement Uncle Sam insists upon for clothing for our boys.

"IT WEARS LIKE LEATHER"

Write today for sample and list prices.

Franklin Manufacturing Co.

260 Church Street
NEW YORK CITY

123 Market Place
BALTIMORE, MD.

IRONCLAD
KHAKI TWILLS
GUARANTEED FAST
WEARS LIKE LEATHER
LOT _____
SIZE _____ PRICE _____

This label, sewed on garment, guarantees the cloth to be genuine IRONCLAD KHAKI, Fast Sulphur Dyed.

Made in Canada

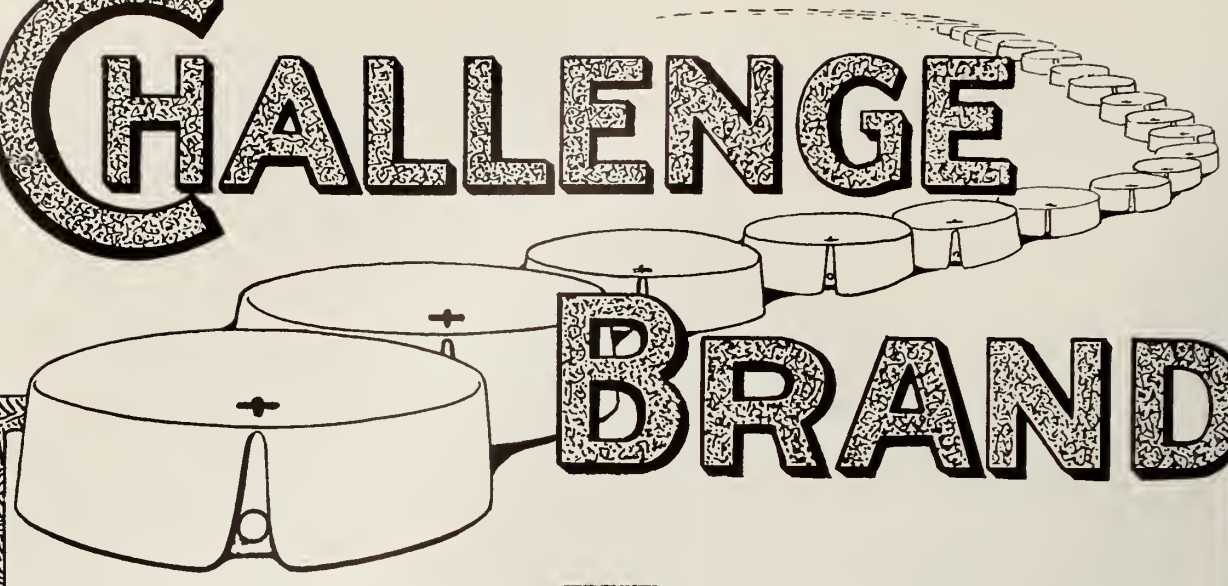
Monarch and ARROW
UNDERWEAR

A most comfortable Union Suit—made in a very superior way of the best cloths procurable at the price. MONARCH BRAND $8.00 and $9.00 the dozen. ARROW BRAND—Cotton $10.50—Silk $21.00 the dozen.

CLUETT, PEABODY & CO., Inc., *Makers* - MONTREAL, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

CHALLENGE BRAND



He needs a clean collar all day and every day

but the big laundry bill stands between—or rather would stand between were it not for the

Arlington Waterproof Collar

The Arlington puts the "clean collar all day and every day" within his reach. And its appearance is every bit as good as the linen collar—stitched edge, full linen finish and all the better styles (half sizes).

How many elevator men are there in your town? How many mechanics, engineers, train men, etc? Every one of them is a good prospect when you're stocking the Arlington Waterproof Collar.

Tell them about the cleanable qualities of the Arlington line. A bit of soap and a damp cloth make the dirtiest Arlington look spick-and-span.

STOCK UP.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

A CARHARTT OVERALL
For Every Member of the Family, Man, Woman and Child
Everyone is interested in production this year. The city people are busy with their gardening, the University and High School boys—and girls, too—are on the farm.
All are working harder than ever. All need a good, reliable overall, such as Carhartt's.
Get your share of this profit-making new business. Ask us to submit samples of CARHARTTS FOR MEN and the New LADIES' "ALLOVER." They're sellers.
Hamilton Carhartt Cotton Mills, Limited
Toronto Unit
Toronto Vancouver Liverpool
Montreal Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

We are Waterproofing Cloth Successfully

for

Army and Navy,
Cap Manufacturers,
Clothing, Raincoats,
Tents, Auto Tops,
Sails, Salvage Covers,
and for other
Purposes where Ventilation is also
Required or
Proof against Mildew
necessary.

TATELEC
TRADE MARK

Our Electrolytic Process is Permanent

Samples sent us will be treated and returned with prices.

Tate Electrolytic Waterproofing Processes, Limited

Canadian Plant
Jacobs Building ∴ Montreal

You live-wire advertisers, who know the value of illustration in advertising—

You progressive gentlemen who appreciate the unusual in Commercial Art—

You intense chaps who write compelling copy—

You immense army of alert merchants—

WE'VE RICH MEAT FOR YOU.

Write for our proof sheets of illustrations—they embrace all lines.

(A message from the Meyer Both Company. Canadian Office, 475 College St., Toronto.)

Taylor-Made

"STOP"
being peeved with cap customers

Here is a new cap case and a handsome piece of store furniture. Displays and keeps in order fifteen dozen caps and will only occupy three square feet of floor space.

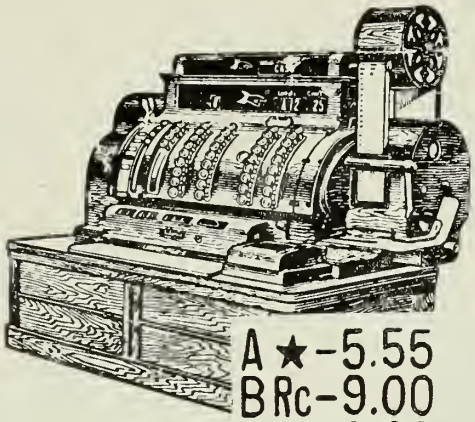
It is a pleasure to sell caps from this case, as every cap in stock can be shown and replaced in stock with very little effort. You have no broken boxes, no trouble to find any size or price.

Order one to-day by mail, on thirty days trial. If not satisfactory in every way it can be returned at our expense. Price $12.50.

The Taylor Mfg. Co.
Hamilton Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Information and Protection



A★-5.55 -0125
BRc-9.00 -0126
D★-6.68 -0127
EPd-2.00 -0128
ACh-8.65 -0129
BRc-4.50 -0130
APd-0.50 -0131
E★-2.43 -0132
BCh-3.50 -0133
D★-5.48 -0134
APd-1.00 -0135
B★-0.43 -0136
ECh10.50 -0137

THE N.C.R. DETAIL STRIP gives you as a merchant a definite control of your business.

It gives you information you can get in no other way. It gives it easily, quickly, unerringly.

Every transaction which takes place in your store is recorded on the detail strip. This record is complete covering every detail of every transaction. It is as safe as though locked up in your safe.

It records the amount, date and consecutive number of each transaction.

It tells you which clerk makes each sale and which clerk makes most sales.

It gives you a mechanically perfect record of all these details.

At the same time it protects your clerks against temptation.

It stops mistakes. It saves loss of money you could not otherwise save.

The result is a complete mechanical record, available at any hour of the day, of every detail of the day's business. The store is protected, so are the clerks, so are the customers. The information obtained gives absolute protection to all.

It gives you time to attend to duties more profitable than bookkeeping—inside the register you will have all the totals faultlessly added.

It is of the greatest importance that you investigate our system. National Cash Registers will save time, money, and build your business.

Write your nearest N.C.R. agent to-day. Offices at Halifax, St. John, Quebec, Montreal, Ottawa, Hamilton, London, Toronto, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver.

Section of Detail Slip

Line 1 indicates that clerk A, sold goods for cash to the amount of $5.55 transaction No. 125.

Line 2 shows that clerk B. received $9.00 on account—transaction No. 126.

Line 3 tells you that clerk D. made a cash sale amounting to $6.68—transaction No. 127.

Line 4 indicates that clerk E. paid out $2.00—transaction No. 128.

The National Cash Register Company

of Canada, Limited

Christie Street - - - Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN OVERSEAS BADGES

We are the Largest Makers

in England of Canadian Overseas badges. Since August, 1914, we have cut over 500 dies for the Canadian Contingents.

APPROXIMATE PRICES:

Cap Badges—Maple Leaf, $8 per 100.
" " Numbered battalions, $12 per 100.
Collar Badges—Maple Leaf, $8 per
" " Numbered battalions, $15 per 100.
Shoulder Titles—Plain Canada, $8 per 100.
" " Numbered battalions, $15 per 100.
Single numbers, 75c per 100.

We can give immediate deliveries of most badges numbered from 1 to 238. Special quotations on quantities. Write or cable for catalogue.

J. W. Tiptaft & Son, Ltd.
Northampton St., Birmingham, Eng.
Telegraphic Address, "Tiptaft, Birmingham", Cable Code, A.B.C. 5th dition

FOR THE MILLIONAIRE

Made in Canada

"Everyman's" MFD BY TRADE DAVIS BROS MARK

For Canadians

FOR THE MILLION

Summer Pants

Khaki Pants - - -	$1.35 and 1.75
Seaside Cloth - -	$3.50
Striped Outing - -	$4.00 and $4.50

Sort up at once.

We will give immediate delivery.

DAVIS BROS.
MANUFACTURERS
HAMILTON - - ONTARIO
Makers of full range of Men's Pants and Boys' Bloomers

The J. R. Gaunt & Son (Canada Co.) Limited

ARMY and NAVY
Badges, Buttons, Swords, Caps, Helmets, Belts, Spurs
and
ACCOUTREMENT MANUFACTURERS

Every requirement for Military or Naval Outfits kept in stock. Write us direct for particulars and prices.

Beaver Hall Hill, Montreal
ALSO AT
53 Conduit St., Bond St., London
Warstone Parade, Birmingham
ENGLAND
Bombay, Melbourne and New York

If any advertisement interests you, tear it out now and place with letters to be answered.

Clothes that bear the refined stamp of distinctiveness

—clothes that will fulfil your every expectation in customer-satisfaction and profit-making are at your service in

Gardner's
"Good Clothes"

It's the come-back, the re-sale, that creates retail prosperity. Re-sales are the rule with Gardner's "Good Clothes."

Prompt deliveries.

B. Gardner & Company

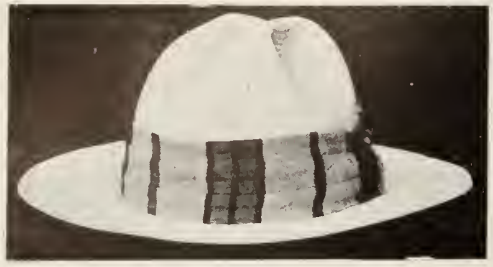
Makers of "Good Clothes"

85 St. Catherine Street West, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

This is

STRAW HAT SEASON



"JOFFRE"

These shapes in Panama $30 to $48.

In straw, Imitation of Panama, $9 to $21.

"PERSHING"

WE HAVE A FULL LINE OF ALL STYLES OF STRAWS
FOR MEN, BOYS AND CHILDREN

L. GNAEDINGER, SON & COMPANY
90-94 ST. PETER STREET :-: MONTREAL

THE GLOVE TRADE-MARK

200 Years' Reputation

DENT'S D GLOVES

Registered

Customers seeing this mark need no selling arguments: it is just a matter of selecting the right size—the fit, style and wearing quality are there.

Dent, Allcroft & Co.
128 Bleury Street Montreal, Que.

THE WINNERS

CASH'S POPLIN

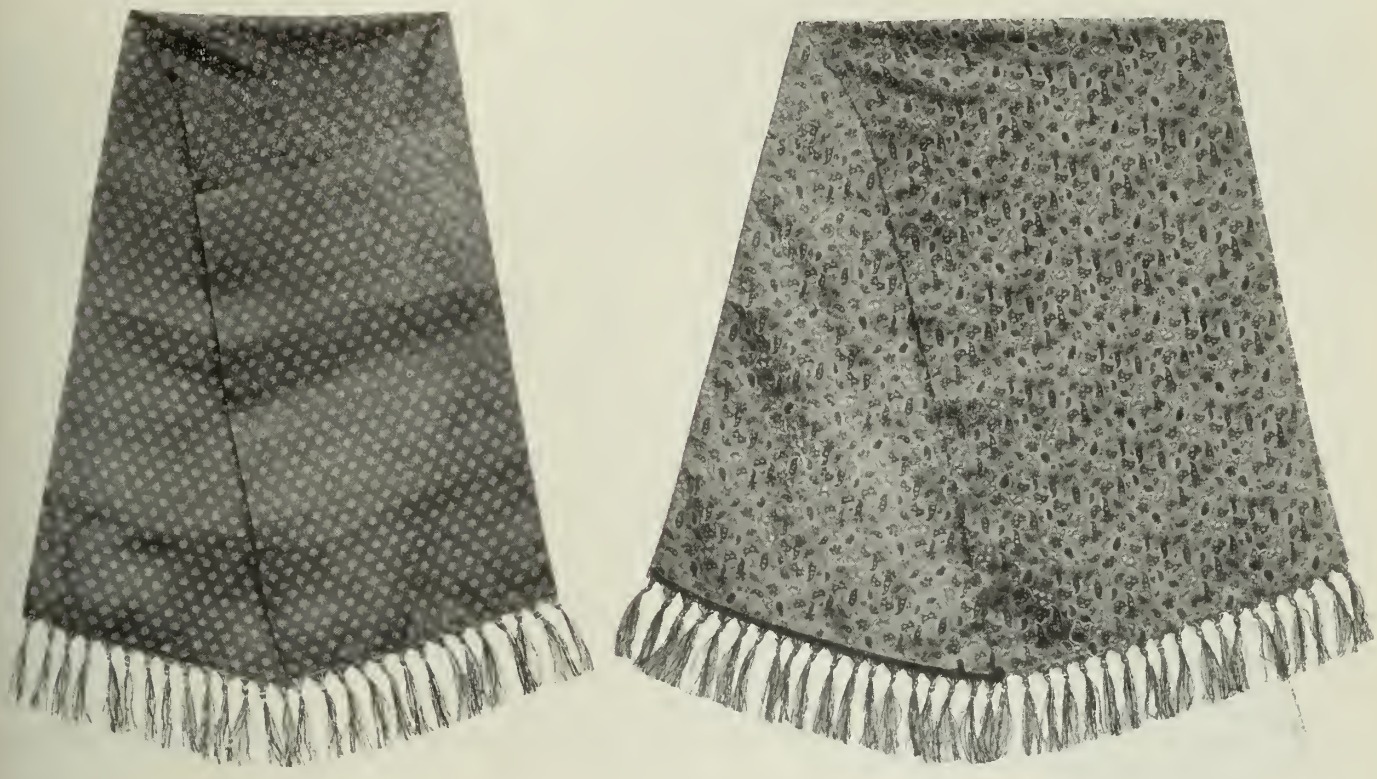
POPULAR
NECKWEAR
(TUBULAR)
BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED
301 ST. JAMES STREET, MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Milne Mufflers



Single mufflers as shown at left, 12″ x 42″, made from Crepe Faille—$21.00.

The same in double mufflers—$36.00.

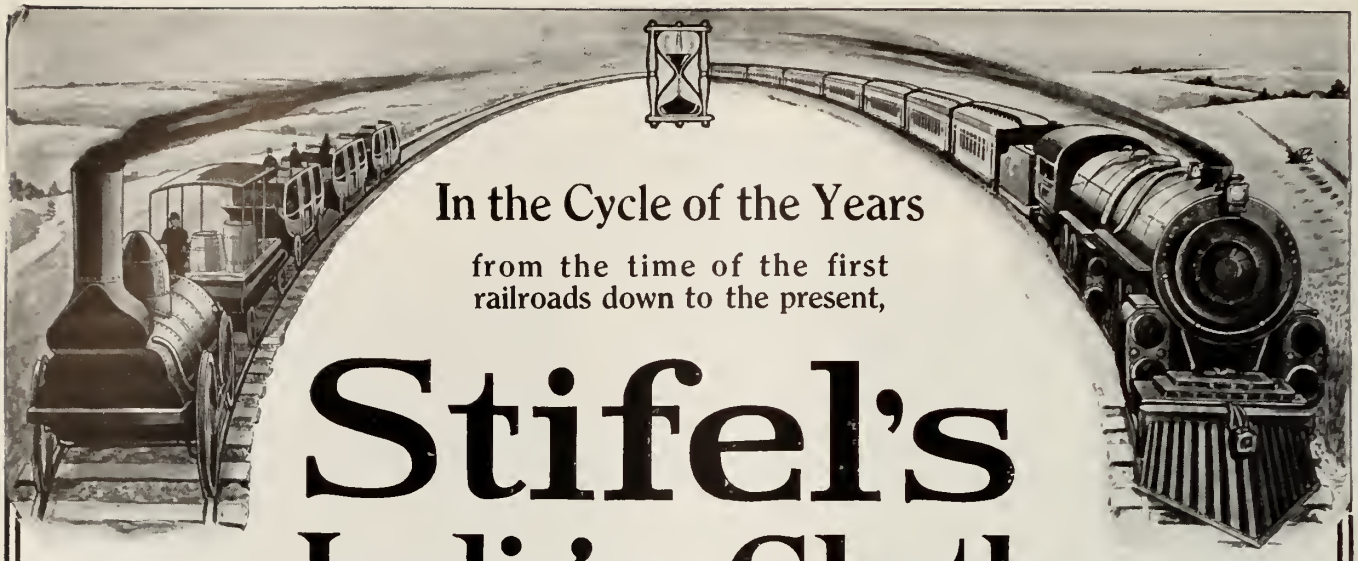
Also mufflers from wide range of English Foulards 9″ wide at $18.00; 13½″ wide at $24.00.

All these, and many other ranges, now ready for the Trade's approval.

We are still showing the biggest range of Crepe Failles for Spring and Summer selling at $5.50; and printed Foulards at $4.25.

WILLIAM MILNE

50 York Street, Toronto



In the Cycle of the Years

from the time of the first railroads down to the present,

Stifel's Indigo Cloth

Standard for over 75 years

Overalls, Jumpers, Uniforms, Etc.

IF time is the test of excellence, Stifel's Indigo Cloth carries off the fabric honors.

When a product gets closer to its patrons by increasingly better service through the long march of years, you can mark it a winner.

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

is the typical American industrial cloth. It stands, without phasing, the knocks and grime of labor and the rigors of the tub.

It's the CLOTH in the garment that gives the wear. To be certain you are giving your customers the maximum wear garment cloth in their overalls, shirts, jumpers and uniforms, look for this trade mark

on the inside of the garment on the back of the cloth.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers — *WHEELING, W. VA.*

NEW YORK	260-262 Church Street	BALTIMORE	Coca Cola Building
PHILADELPHIA	1033 Chestnut Street	ST. LOUIS	928 Victoria Building
BOSTON	31 Bedford Street	ST. PAUL	238 Endicott Building
CHICAGO	223 W. Jackson Boulevard	TORONTO	14 Manchester Building
SAN FRANCISCO	Postal Telegraph Building	WINNIPEG	400 Hammond Building
ST. JOSEPH, MO	Saxton Bank Building	MONTREAL	Room 508, Read Building
VANCOUVER	506 Mercantile Building		

Taylor-Made

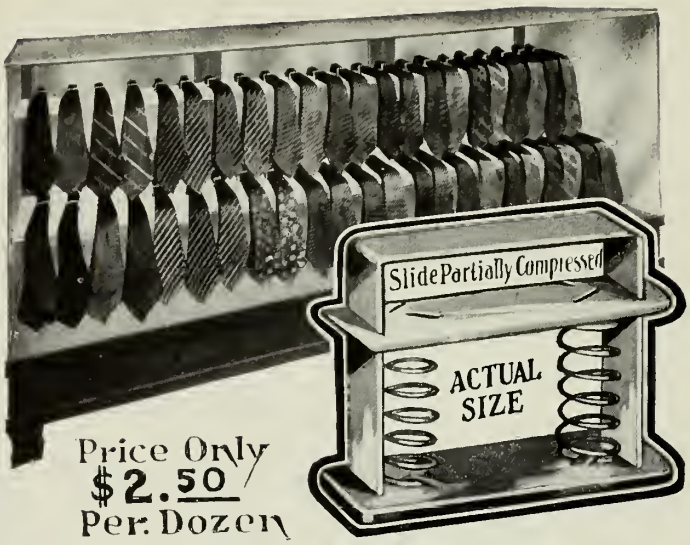
Garment Hangers

No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trouser Bar, at

$7.50 PER HUNDRED

Orders shipped the day they are received.

The Taylor Mfg. Co.
Hamilton Ontario



Price Only
$2.50
Per Dozen
F.O.B. DAYTON, O.

ONLI-WA TIE HOLDERS

King of Neckwear Fixtures

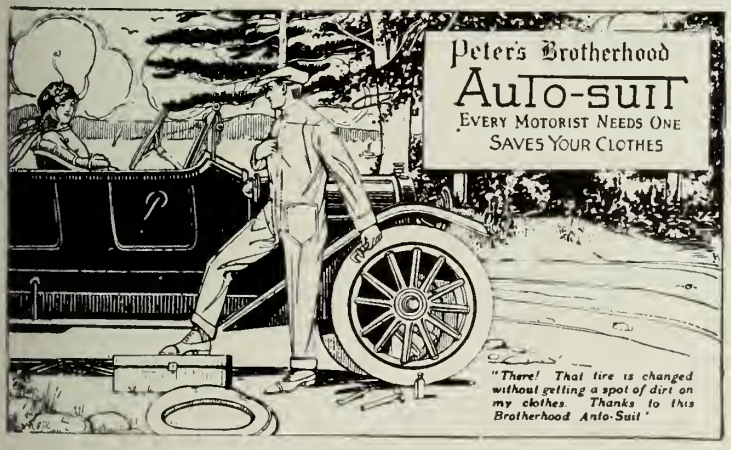
Unless you are using them, you are not doing your utmost to increase your Neckwear business.

Used by some of the largest and best stores in Canada, such as Rod Sangster, Jr., Montreal, Canada; Holt E. Renfrew, Ltd., Quebec, Canada; The T. Eaton Co., Toronto, Canada; E. R. Fisher, Ottawa, Ont., Canada; Goodwin's, Montreal, Canada; McDonald & Co., Ottawa, Ont., Canada, and many others who appreciate the time and labor saved and increased display afforded by their use.

Don't Delay. Order NOW.

ONLI-WA FIXTURE COMPANY
DAYTON, OHIO, U.S.A.

Show the Motorist


Peter's Brotherhood
Auto-suit
Every Motorist Needs One
Saves Your Clothes
"There! That tire is changed without getting a spot of dirt on my clothes. Thanks to this Brotherhood Auto-Suit"

the

Brotherhood

Auto-Suit

Call his attention to the fact that there are no exposed buttons to scratch or wear the enamel on his car.
He can see for himself as you see for yourself that the material is superior and that the workmanship is unsurpassed in all Brotherhood lines. The Brotherhood "Brownie" is a winner.

"If They're Brotherhood, They Must Be Good."

Six styles of overalls. One style— three colors in Brownies.
Three styles of smocks. Indigo Blue and fast black denims.
One style auto-suit. Stifel stripes and khaki drills.

SOLD DIRECT FROM MAKER TO DEALER.

Send for price list. Fill in the coupon. It will bring you complete information.

H. S. PETERS, LIMITED, Welland, Ontario

H. S. PETERS,
Limited,
Welland, Ont.

Please send prices of Brotherhood Auto-Suits. My regular dealer is

Name.....

Address.....

If any advertisement interests you, tear it out now and place with letters to be answered.

Imperial Underwear
sells easily and gives unstinted satisfaction

Men of particular taste show their preference for the Imperial line. Its superiority points are so marked that a first sale makes a steady customer.

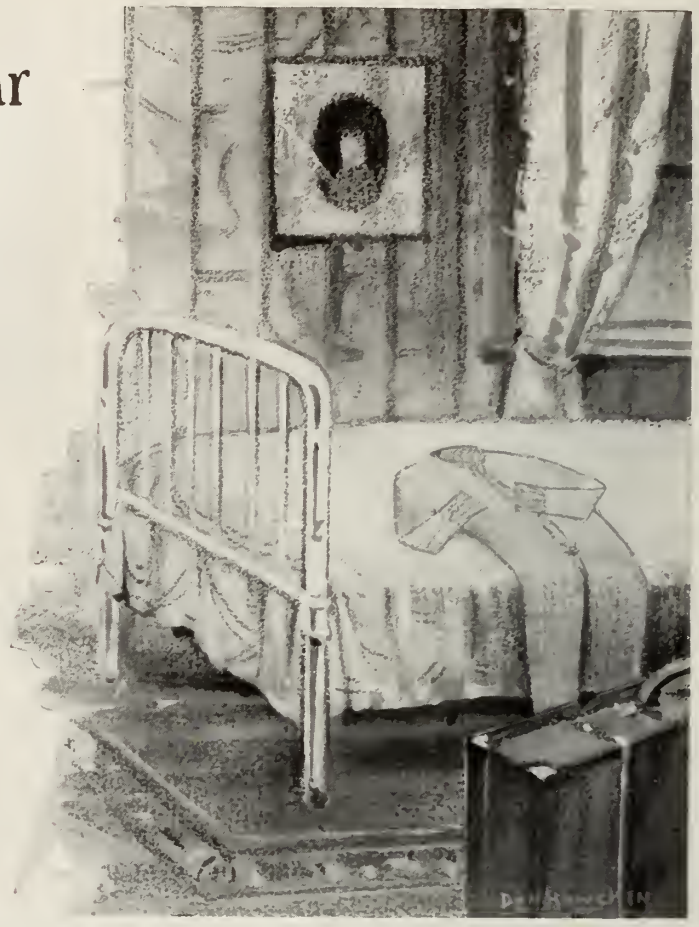
Here are a few:—

Lap-Seam Shoulder, Comfort-Fitting Collarette, Snug-Fitting Flap, Closed Crotch, Improved Knit Cuffs and Anklets.

Made in Combination and two-piece suits, to meet the requirements of the trade.

Stock Imperial Underwear and see what profits you can reap.

Kingston Hosiery Co.
Kingston, Ontario



TROPICAL and COOL SUITS

For the coming 75 to 90 degrees hot days

This is the line of suits that will boom your sales when the hot days come along and the customer does not feel like purchasing a regular suit.

They are made out of light and medium shades of very light material specially purchased for our July and August Canadian weather. Styles are Pinch Back and side effects with half, three-quarter or full belt and the trousers are made with a cloth belt to match.

Book your orders early as we only have 50 shades left.

HELLEUR, GARIEPY & BRODERICK, LIMITED
MONTREAL
Wholesale Manufacturers of Men's, Young Men's, Boys' and Juvenile Clothing

Office and Sample Room: 16 Craig Street West
Factory: 124 St. Lawrence Boulevard
Western Office: 707 Fleet Street, Winnipeg, Man.

Sort up
on
Your White Ducks
and
Summer Clothing!

Miller prices are still 15 to 35% under present market values, and we have the stock to take care of your requirements. But don't put off your ordering.

Prices are bound to be much higher and deliveries very uncertain on goods out of stock.

Miller Quality
and
Miller Prices lead in

PALM BEACH SUITS
Canadian man-tailored
for Canadian trade

WHITE and KHAKI
DUCK PANTS

DUCK CLOTHING
for bakers, butchers
dentists, grocers, etc.

BOY SCOUT SUITS
and complete supplies

MILITARY CLOTHING
and BREECHES

Liven up your summer business this year. Get in touch with us now.

Miller Mfg. Co., Limited
Makers of the Famous Miller Breeches
44 York Street, Toronto

"Hero Shirts"
For Fall

Buying Advantages

Larger quantities, earlier deliveries and better prices, through buying in conjunction with our *STAPLE DEPT.*, (the best in Canada.)

Manufacturing Advantages

Our own factories, whose superintendents work in constant close touch with the warehouse department managers, to produce better goods at less money.

Selling Advantag e

Thirty experienced salesmen who cover their territory thoroughly with general line of dry goods and men's furnishings, thus reducing to a minimum the cost of marketing the most attractive line of Men's Fine Shirts in Canada.

"Hero Shirts are Better"

The evidence is in the Sample Rooms of our Travellers.

ALPHONSE RACINE LIMITED

60-80 St. Paul St. West, Montreal, Canada

SAMPLE ROOMS: Ottawa, Quebec, Three Rivers, Sherbrooke and Sydney, N.S.

FACTORIES: Beaubien St., Montreal; St. Denis, Que.; St. Croix, Que.

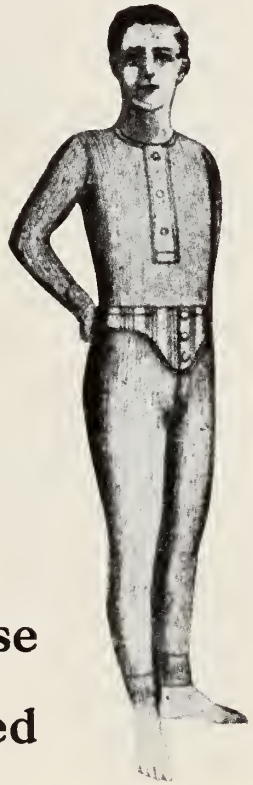
If any advertisement interests you, tear it out now and place with letters to be answered.

WATERHOUSE WARRANTED
BRAND
UNSHRINKABLE REG'D.
HIGH GRADE UNDERWEAR

the stamp of underwear satisfaction

Maple Leaf Underwear has all the qualities that make the wearers enthusiasts — "come-back" customers for the dealer handling this high-grade line.

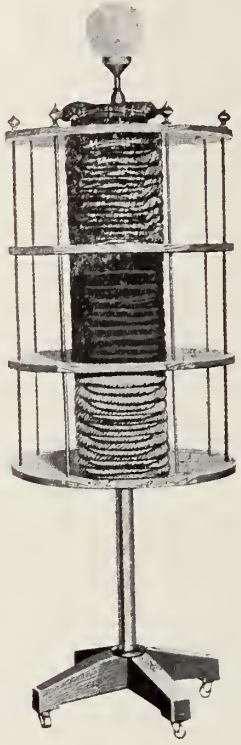
Comfort—Fit—Wear—every essential to the complete capture of the customer's confidence is woven into all garments bearing the above trade-mark.



Get a stock on hand. Give "Maple Leaf" a tryout. You won't be disappointed.

Thos. Waterhouse and Co., Limited
Ingersoll, Ont.

THE MILLER RACK



The handsome Cap Stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all the patterns carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5 ft. 8 in. high, 27 in. wide, and contains 18 spaces to display 15 to 18 dozen caps. Sells at $30.00.

Dear Mr. Miller:—

I have great pleasure in recommending your cap rack as one of the very best, and when you demonstrated this device to me it appealed to me so much that we decided to put in a line of caps, as we could see the cap rack was not only a salesman, but was a veritable warehouse in itself.

I might say that the fixture is a very attractive piece of furniture, and we have so far obtained very satisfactory results therefrom.

Yours very truly,
C. HAWLEY WALKER, Limited,
Toronto.

Send a card to-day for full particulars.

Patented Nov. 20, 1916

MILLER AND COMPANY
Sault Ste. Marie, Ontario

Big Values in Boys' Bloomers

Values that will please the parents and put your boys' department on a sound paying basis.

Lion Brand Bloomers

Quality, Fit and Durability are the characteristics of this line. Connect with it and reap bigger profits.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO
Factories: Clinton Goderich Exeter Seaforth

MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED.

MADE IN *CANADA*

HOSIERY, SWEATER COATS, FANCY KNIT GOODS AND HAND-KNITTING YARNS

A "trade-mark" that will cement the friendship of your patrons to your store.

Your greatest asset is a "Trade-Marked" Merchandise, backed up by quality that is dependable. The *satisfaction* an article gives to your customers creates an impression which *remains* long after the price is forgotten. We believe you and your customers want a merchandise of *quality first,* and even though prices must advance, "MONARCH-KNIT" lines still maintain the usual high standard for Style, Quality and Workmanship.

Our high-class consumer advertising will bring new customers to stores who stock "MONARCH-KNIT."

The Monarch Knitting Co., Limited

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

Manufacturers of Ladies' Silk Knitted Coats; Men's, Women's and Children's Worsted Sweater Coats, Fancy Knitted Goods, Hosiery, Etc.

DUNNVILLE **CANADA**

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

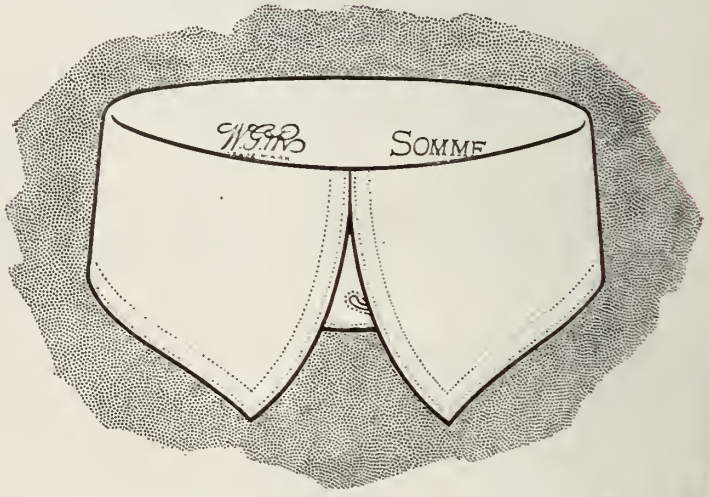
TRADE W.G.R. MARK

"SOMME"

The biggest collar hit in years

The new and radical design of this collar is a welcome change that smart dressers appreciate.

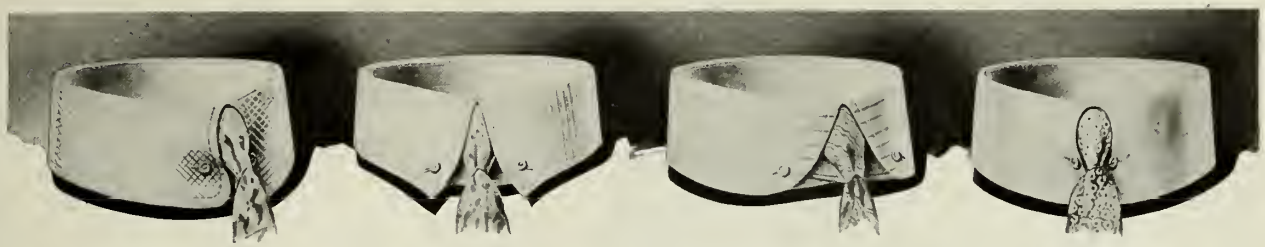
All sizes from 13 to 17 in stock. We can ship promptly.



The Williams, Greene and Rome Co., Limited
Kitchener, Ontario

"The excellence of the product has established the brand."

If any advertisement interests you, tear it out now and place with letters to be answered.



FEDERAL
Back 1⅞", front 1¾".
Diamond Check Madras.
Sizes 14-17.
$1.50 per doz.

FIAT
Back 1⅞", front 1¾".
Satin Bedford Cord.
Sizes 13½-17.
$2.00 per doz.

DOVER
Back 2", front 1½".
Fine English Pique.
Sizes 13½-17.
$2.00 per doz.

WOLSELEY
Back 1⅞", front 1¾".
Jap Ivory Silk.
Sizes 14-17.
$2.00 per doz.

SHOREHAM
Back 1⅞", front 1¾".
Fine Poplin.
Sizes 14-16½.
$1.50 per doz.

RELIANCE
Back 1⅞", front 1½".
White Poplin.
Sizes 14½-17½.
$1.20 per doz.

BUICK
Back 2", front 1¾".
Silk Crepe.
Sizes 14-17.
$2.00 per doz.

MERCER
Back 2⅛", front 2⅛".
Fine French Pique.
Sizes 13½-16½.
$2.75 per doz.

PACKARD
Back 1⅞", front 1¾".
Checked Mat Cloth.
Sizes 14-17.
$2.00 per doz.

BRISCOE
Back 1¾", front 1⅜", points 2¾".
White Poplin.
Sizes 12½-17½.
$1.20 per doz.

HAYNES
Back 2", front 1¾", points 3¼".
Fine French Pique.
Sizes 14-17.
$2.75 per doz.

PEERLESS
Back 1⅞", front 1¾".
Check Mat Cloth.
Sizes 13½-17.
$2.00 per doz.

TRADE W.G.R. MARK

SOFT COLLARS

are worthy of your best display.

A larger range of styles and cloths than ever before, a few of which are shown above, and all ready for

IMMEDIATE DELIVERY

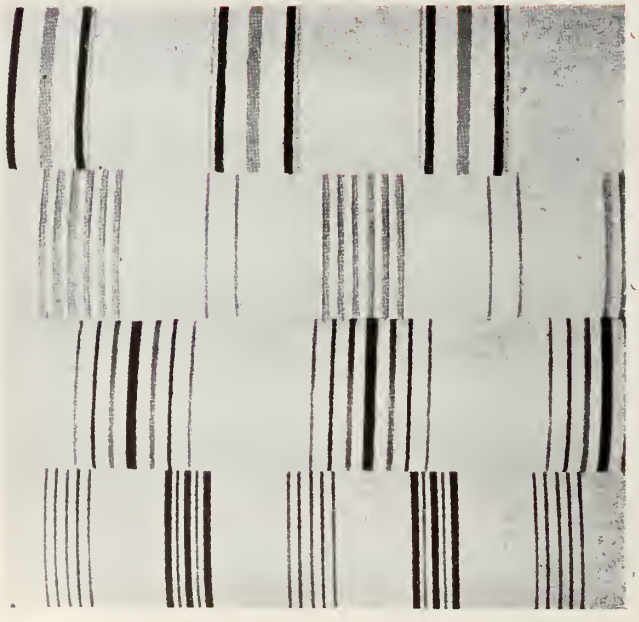
The Williams, Greene & Rome Co., Limited
Kitchener, Ontario

"The excellence of the product has established the brand."

If any advertisement interests you, tear it out now and place with letters to be answered.

TRADE W.G.R. MARK

Shirts *for immediate delivery*



Some novelty patterns from the W. G. & R. shirt range

We have a splendid stock of shirts made from the following popular shirting cloths—MERCERIZED PONGEE, WOVEN and PRINTED MADRAS CLOTHS, CREAM and WHITE SILKEENS and PRINTED PERCALES, in a variety of handsome patterns, to retail from $1.25 up.

Also an extensive range of UNION SILKS, FIBRE SILKS and PURE SILKS, in addition to the celebrated 12 MOMME UNTEARABLE IVORY WHITE HABUTAI.

All fast colors and old values.

The Williams, Greene & Rome Co.
Limited
Kitchener, Canada

"The excellence of the product has established the brand."

If any advertisement interests you, tear it out now and place with letters to be answered.

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7 TORONTO, JUNE, 1917 No. 6

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

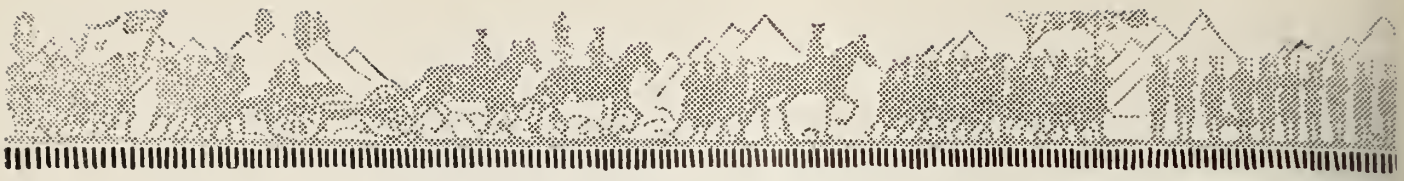
MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*

A. B. Caswell, *Montreal Representative.* Norman Mackintosh, *Associate Editor.*
C. W. Byers, *Western Representative.* R. L. Netherby, *Ontario Representative.*

CHIEF OFFICES.

CANADA—Montreal, 128 Bleury St., Southam Bldg., Telephone Main 1255. Toronto, 143-149 University Avenue, Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.
GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.
UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.
SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year; Other Countries, $2 a year; Single Copies, 10 cents. Invariably in advance.



The Prestige of "Active Service"

is not limited to men, but is shared by weapons and equipment that prove their mettle under fire. While each Allied Army has its own particular favorite gun and rifle, camp-kitchen and helmet, they unite in endorsing the

Gillette Safety Razor

It is serving with distinction under every Allied Flag and in every branch of the services, right up to the first line trenches. It is regularly dispensing clean and comfortable shaves under conditions where any other razor would be helpless. It has proved to the hilt every claim ever made for it, and has most emphatically "made good."

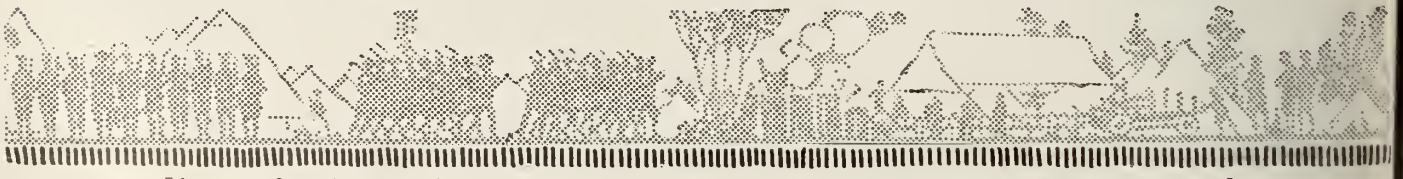
The influence of this "active service" prestige on Gillette sales in Canada has exceeded even our own expectations. All previous records have been completely eclipsed, and we are rapidly extending our factory to produce **seven times the 1915 output.**

To dealers this means great opportunities now, and greater yet when the boys come home and spread their enthusiasm for the Gillette Safety Razor. Merchants who cater to men's appearance are coming to realize that the Gillette belongs in their stores, and that they have exceptional opportunities to push the sale of both razors and blades.

Are you alive to the possibilities this opens up to you? Are you cashing in on them?

Gillette Safety Razor Co. of Canada, Limited

Office and Factory, Gillette Building, Montreal



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Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VII. TORONTO, JUNE, 1917 NO. 6

Flowers Attract the Eye

As every designer knows, there is more to a window trim than the mere arrangement of goods to be shown. If the display is to have 100 per cent. effectiveness some attention compelling feature must find its place in the trim. That ensures for the goods displayed a chance to tell their story.

Sometimes this attention-compelling feature is a statement of price—sometimes a background—sometimes a life-like arrangement of figures. In this instance Charles Roth, the designer, has made daisies the centre for the display. In spring, when this trim was arranged, these had every quality required—The appeal to the passers-by, which led them to stop; the suggestion of Spring and Summer, which led them to think of clothing needs.

While this is a splendid general window, perhaps boys' clothing are to the fore. And perhaps it is because this line is thus kept to the fore that big increases in sales have been noted. It is reported that not only do boys buy for themselves, and mothers buy for their boys, but that mothers buy such lines as boys' reefers for their little girls.

HOW TO MAKE MEN "DRESS UP" IN YOUR TOWN

Some Novel and Practical Suggestions Guaranteed to Make a Sensation and to Get Business for the Men's Wear Dealer With Courage to Use Them.

By John C. Kirkwood.

SAID an old man to his nephew when the latter was starting out for college—"All I have to say to you, Bob, is, Wear your old Clothes over again"; and this is just what a good many men are doing right now.

Wearing old clothes over again doesn't put any money in your pocket, and it is for you to dissuade your men customers and mothers of lads to do some immediate or early buying, in order that you may get the dollars you require to pay rent, salaries, and other expenses, including your own and your family's requirements. What can you do to coax out from their snug places reluctant dollars, and to get men and mothers in your community to "dress up" during the next two or three months, and to dress up with what you will sell.

Fortunately you can do a good many things guaranteed to get business; and I hope that none will refuse to do the things I mean to propose, because they mean trouble.

"Ach! It Is Too Difficult."

I once knew two Russians, in London. They had left their own country for a short time to sojourn in England—to learn the English language and English business way. One was a lusty chap who kept himself physically fit by systematic physical exercise. The blood tingled in his veins. He was ready for every physical demand that could be made on him—on his tiptoes with zest.

His comrade was older and as limp as a dish-cloth. He slouched in his chair; he lounged everywhere and always; he had small desire to walk about or for any distance; he rowed a boat languidly without a particle of ginger in his make-up. Mentally, he was much the same he was physically. And always he said, with a shrug and a gesture of the hands, when he was asked to attempt something involving effort—"Ach, it is too difficult!"

Are You a Rut-Man?

"Ach, it is too difficult," is what a good many men say when they are asked to do unusual things, when they are asked to disturb themselves. Most of us like ruts, for ruts are comfortable places. But rut-men don't make the dollars. Dollar-making is the reward of energy, and daring, and effort and purpose. Most of my readers, I hope, are dollar-makers, and for them I write.

Is This a Good Stunt?

Suppose you have printed in your local paper this text or "copy," as an advertisement:

LETTERS TO WOMEN.

Dear Mary:

Of course you know that ———— is courting you. And he ought to put on his best bib and tucker every time he goes to see you. Probably he does.

But are you as observant as you should be? Is ———— up to date?

Here is the way he ought to be dressed when he goes to see you (just an ordinary call, for which his business suit is permissible):

Coat:
Waistcoat:
Trousers:
Accessories:

Look the young fellow over the next time he calls, to see if he measures up to the requirements of vogue. If he doesn't, say nothing to him, but send us his name on this advertisement, and we'll send him a fresh copy of this advertisement.

The chances are that ———— will spruce himself up, to make himself measure up more completely to the best standards.

It pays a young fellow to know how to dress well and to dress well; and if later on you are to be ————'s wife, you want him to look his best. now and always.

This is enough, Mary, for this time.

Yours cordially,
The Fashion Shop,
199 Broad St., Yourtown.

You can be very sure that an adverment of this sort will get read and talked about, and will make young fellows smarten up in the matter of their attire.

You should have the printer run you off a hundred or so of this advertisement, and send them in an envelope to a select list, or enclose them with customers' purchases.

Indirection is Good Tactics

The trick of addressing these letters to women will assure for them a very great deal of attention by men—and so, by seeming indirection, you get the acute attention of those to whom you want to sell.

A layout or "dummy" of this advertisement is provided for your own guidance, and to help the printer. Also, the advertisement set up—this by way of further help.

Teaching "The Correct Thing."

This same idea can be used to communicate to your community "the correct thing" in regard to men's dresses for weddings, funerals, church, the dance, garden party, outing, camp, dinner, lecture, concert, and so on.

A series of advertisements of this character would be mighty interesting, and the chances are that a good many men—and women—would cut out the advertisements, to save them. It would be a very good plan to offer to send a full set of the series to any one expressing a desire to have them—this when all the advertisements in the series had appeared.

And here is something MEN'S WEAR REVIEW authorizes me to say: If a sufficient number of firms will indicate their desire for and intention to use a series of advertisements of this sort, a series of ten or so will be prepared, and will be given gratis to those requesting them. So if the advertisement above, which is offered as a specimen, strikes you as being good, and if you would like to have a series of ten or so, send along your name. Only remember this: this offer of a set of ten advertisements gratis is dependent on a fair number of live wires writing in promptly to say that they would like to have the set.

The Ten Best Dressed Men

Here is another idea to make the people of your community—men and women—interested in the "dress up" idea, and attentive to the matter of their appearance: Offer a prize of a silk hat, or a straw hat, or a soft or hard hat, to the man who will send you in by a given date a list of the ten best-dressed men in your town, or city. The ten best-dressed men will be those most frequently named by all those sending in lists; and the winner of the prize will be the man whose list includes the largest number of these ten names, and in the order approximating the order of the winning list.

Great Local Effect

You can see what an effect locally this contest would have: Every man would be looking at his neighbor, so too, would every woman be looking at men. The inevitable result would be that all men of any position or pride would smarten up, and every man whose name was sent in honestly would probably forever afterward "dress-up" to the extent of his ability.

The purpose of these two plans is to arouse general interest in men's dress; and if you can arouse your community to a consciousness of dress; if you can teach them to know what constitutes correct and good dress, then you will have made the men of your community larger consumers of the things you sell, and more desirous of the best things.

Your Store a Fashion Centre

Do you not also see that by the use of plans such as these you can make your own establishment the fashion centre; yourself the fashion authority? Really you have a very great opportunity to enlarge your business swiftly and permanently, without much extra expense. I do hope that some of those to whom and for whom I am writing these words will shake off any sloth that may have enmeshed them, and will do some tall hustling.

A Squib "Sale"

I remember being in Orillia some years ago, and passing a men's wear store. There was a huge painted cotton sign over the front of the building announcing "a gigantic 10 days' Slaughter Sale of

$10,000 worth of men's clothing and furnishings." And lo! the proprietor or an employee was standing in the door way, with thumbs in the armholes of his waistcoat! Not much excitement about that sale! Which means that marking down goods and putting out cotton signs with big and vivid lettering on them, doesn't make a successful sale. Men have to sweat to achieve success. And they must put ginger into their brain-cells and into their legs, backs, arms and feet.

Summer time is coming. Men will be going away. Children will be going away. Some will go to the summer camp or cottage, some will go to cities and towns. But every department means or should mean purchases in shirts, collars, hose, ties; perhaps clothes, underwear, footwear.

Now it is for you to create some of this business, and to caputure all of it that you can. If you wait for men and mothers to take the first step, you may have to wait a long time and go poor while waiting. Why not start something?

Studying a Hard Case

Let me study a hard case, this by way of illustration.

It is the case of a small shop on Toronto's main street—Yonge street, between College and Bloor streets. A little narrow shop—about 8 feet wide and 15 feet deep. It depends on passing trade a good deal, and on the return trade of those men who have found themselves satisfactorily served. Few women go into that store, for it is quite too small to catch attention—that is, it is supposed to be. One man—the proprietor—serves customers for five days in the week, as a rule. On Saturdays and busy days he gets in a helper—a student, or some other available person.

Mostly, this man just waits and waits for customers. He makes absolutely no effort that I know of apart from his neat and attractively dressed window—a small window, about four feet wide—to attract customers. And so that man has become a fossil—a sort of dried up, spiritless creature, content and compelled to live on a very small earning. One wonders how he can possibly make enough money to pay the rent, let alone other expenses, including a decent wage for himself.

Nearly every other store in his vicinity is small, so that he has not the advantage of a magnetic location. His is just a common men's wear store, tiny, inconspicuous, dull, with a very small stock, bought from hand to mouth, so to speak, but carefully bought.

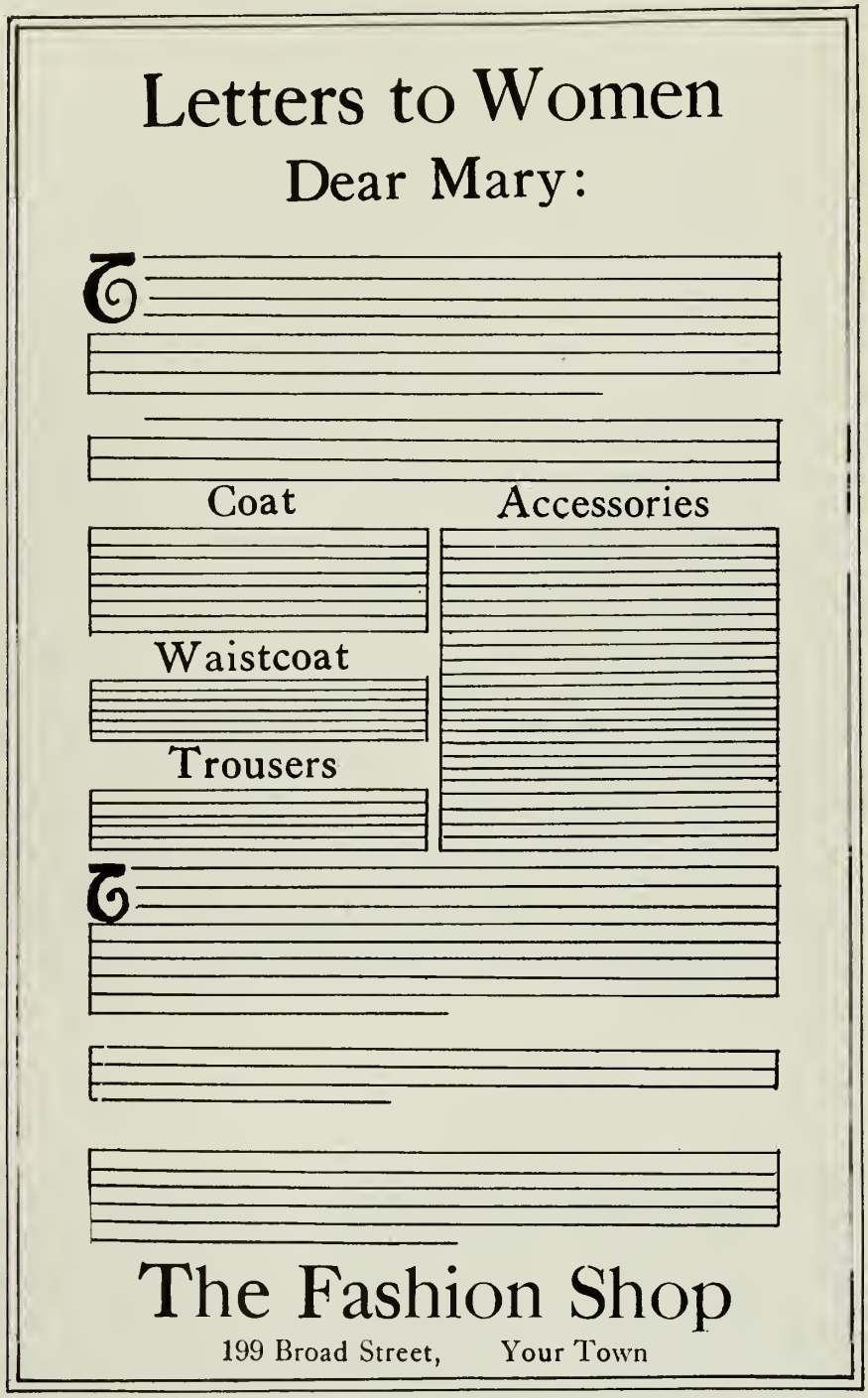
I choose this particular case because it is about as hopeless and hard a case as can well be imagined. What can be done to buck up this man's business?

Is This Case Hopeless?

Well, right off the reel, I am going to say that if John Wanamaker of Philadelphia, had this same store, same stock, same location, same capital, he'd mighty soon make a difference in this business. Which is the same as saying that the big reason why this business remains small, and hopeless is the proprietor himself—the dull-witted, patient, plodding, dull-spirited proprietor. If I went into him to-morrow, and said: "Friend, I'd like to help you do more business," he'd probably look at me with pity, would probably tell me not to waste my time and his, and, would want to go to sleep again. I know what I'm talking agout. I have canvassed portions of Yonge St. and Bloor St. and other streets in Toronto, and I've canvassed in other towns and cities, to endeavor to get men to do something alive, to pick some red fire into their business, to do something to lift it out of slumberland. I had fondly hoped that I would come across some one who would not regard me as a species of pick-pocket or as a blood-sucker, trying to get out of him real money with no value given in return. And here I ask you, reader mine, how would you regard me if I went into your store, to propose to you some ideas designed to help you brighten up your business, to enlarge it, to make it more profitable to you?

Well, to get back to the little store on Yonge street, Toronto: What can be done in the case of this store to enlarge its sales, and to make it alive?

(Read in the July issue of MEN'S WEAR REVIEW what Mr. Kirkwood has to propose to the proprietor of this little and obscure store—a store and location probably much poorer than your own. You will certainly get some brand new ideas, worth much money, which you can use in your own business—The Editor).



General layout of advertisement suggested.

SELLING CLOTHING BY "MOVIE" METHODS

Scheme Employed by the Hudson's Bay Company of Calgary Draws Crowds and Greatly Increases Sales—Likely to be an Annual Feature.

By J. Burt Malette, Advertising Manager, Hudson's Bay Company, Alberta.

APRIL 17th, 18th and 19th will forever be red letter days in Men's Apparel history in Calgary. On these days of this year the Hudson's Bay Company staged their first "Annual Men's Dress-Up Week" to the accompaniment of a battery of living model window displays, an orchestra and daily specials FOR MEN ONLY.

In addition to being an occasion memorable to men wearing civilians, it was also noteworthy as a most unique recruiting occasion.

The scheme in detail began with the writing of a scenario similar to that prepared for the ordinary moving picture, for each of the three performances. These were variously entitled:

"The clothing you men should wear."

"The Best Spring styles in men's furnishings."

"The shoe and the man who wears it."

We told each "actor" what he must do when entering the window, supplying him even with a manuscript containing his dialogue.

The Scene Laid

The actors were members of the men's store staff. To give an idea of the various scenes one was a modern office. Enter the business man in a special Hudson's Bay Office Grey Suit. The office boy smartly attired in a suit of "Kyd Klose" took his stick, coat, hat and gloves. He advanced upon the stenographer dictating a telegram. The demonstrating was executed by means of a living demonstrator equipped with several easels upon which half sheet display cards rested. If the man lifted his arm to his head, the demonstrator would pose him for a moment exhibiting a card calling attention to the reinforced stitching at the arm pit. If he should put his hand in his pocket, the demonstrator would call attention to the Bartall or other feature that makes the pocket non-sagging.

This continued right throughout the first performance during each of three scenes—the office, the golf links and the tennis court.

The second night was given over to men's furnishings. One scene showing two men about to be called by their valet in the morning. Upon arising each was shown in fine silk pyjamas and immediately repaired to the back of screen to dress, calling for shirts, ties and collars which were displayed by the valet who acted as demonstrator as well.

Shoes were treated in much the same manner on the third night.

How Recruiting Was Helped

In regard to the recruiting plan, the committee "got busy" very early and siezed the windows of a store opposite. These were tastefully dressed with khaki exhibits and also living tableaux. The band of the regiment stationed here paraded and within a half hour of the time set for the opening performance a crowd of well over 5,000 people swarmed into the canyon between the Herald Building and the Hudson's Bay Company. The soldiers displayed huge banners, reading "The correct dress for young men—khaki!" "The kind of clothing Real men wear," etc., I have been told that they secured a goodly number of recruits as a direct result of our performance and their own co-operation.

The young men who acted as performers in the windows of the clothing exhibit were not eligible and therefore were not abused by the criticism that would otherwise have resulted.

Special Offers

On the opening day and each day thereafter, special offers to Men Only were made that resulted in a considerable business. By men only, I infer that no man could send his wife or some other lady downtown to buy these specials for him, in this way we had an opportunity of selling Mr. Man somthing else.

An orchestra and free cigars punctuated the first day. The net business resulting from this Dress-Up Week greatly exceeded corresponding week of 1916, and the week following was a hummer.

In all probability the company will make this an annual affair.

A FINE BOOK ON WOOL

MANY readers will be interested to learn from the following the scope of Paul T. Cherington's new book, "The Wool Industry."

This book is concerned with the commercial problems of the wool industry of this country. It strikes into the very heart of marketing and purchasing problems. It discusses conditions in the distribution of cloth and the interaction between these market conditions and the problems of the mill. The conditions of raw material buying are examined and the tendencies in purchasing outlined. The investigation behind this analysis of the commercial problems of the wool industry has been country-wide. Facts, figures and methods have been obtained from men in every class of trade in this industry, from buyers and flock-masters in Montana to mill stylers in New York. Manufacturers, wool merchants, dry goods jobbers, department store executives and many others connected with the wool industry co-operated to make this investigation a complete and accurate survey of the commercial problems and tendencies of the whole industry.

The book, published by A. W. Shaw Company, Wabash Ave. & Madison St., Chicago, will be of great interest to any student of woolens.

The crowd that gathered before the Hudson's Bay Store, Calgary, when the "movie" feature to encourage dressing up, was in progress.

Catching the Enthusiast's Eye

TENNIS, golf and other enthusiasts are now hard at it. Perhaps they have already bought some of the needed apparel, but more will be required. A trim such as this will attract the attention of many enthusiasts. The rackets, clubs, balls, act as a magnet for their eyes. Such a trim will suggest the need of supplementing the present sporting wardrobe. Such a trim should help keep business on the hum.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN.

VOL. 7. JUNE, 1917 No. 6

IT WILL shortly be seen in all its Old Glory at the front—there it will look its best.

* * *

COLD weather may have, undoubtedly has, hurt Spring business. It should result in an unusually heavy June business, however.

* * *

OUR new Allies, the Americans, do delight to show their colors. First Old Glory appeared in neckties. Now it has been seen printed in color on either side of the collar.

* * *

SINCE the English Government has forbidden the use of cereals in starch making, it would look like no more "biled" shirts for the Englishman until after the war.

* * *

WE DOUBT if there will be any wail of anguish at this news. Had it come sooner it would have made Sunday a more comfortable day for many "God Fearing" men.

* * *

ALL the same it does seem that stopping the use of cereals in starch-making, and permitting the use of cereals to make intoxicating liquor, is open to some criticism.

* * *

CERTAINLY the introduction of prohibition—in the measure to which it has been introduced—has done much good in Canada. It is one reason for the state of affairs which so many Americans find it difficult to understand—a more than ordinarily prosperous men's wear trade, despite the absence of so many men with the gallant Canadian army.

* * *

CONSCRIPTION seems on the way. It is likely to further complicate business for the men's wear dealers. Some needed clerks may be taken. Green lads—or even girls perhaps—will have to be broken in. But let us take what comfort there is. Business in military lines, so profitable earlier in the war, will undoubtedly be stimulated.

ELSEWHERE in this issue, in a report of the first banquet of the Kitchener Manufacturers' Association, are given some opinions of T. H. Rieder on the question of determining upon factory location. In the same article R. W. Ashcroft's views on trademarks are outlined. Both opinions will repay reading and careful consideration.

WHEN THE WAR IS OVER

THE boys, of whom we are all so proud, will not, of course, come flooding back to the country in a day or a week. But over a period of months—perhaps many months—they will be returning, and they will need civilian clothing. Moreover, by reason of a recent government decision whereby a man will be paid for three months after he is discharged, the soldier will be sure of having the money with which to buy this clothing.

The object of this extra pay is to help the soldier get back into civilian life. One thing he will need to make this change will be clothing. His is a trade for which Men's Wear Dealers should prepare. They should prepare to give these men the best, at the very best possible price. Let the Men's Wear Trade steer clear of any profiteering. A returned soldier as a friend will be a better business asset than a big profit from a returned soldier.

A QUESTION OF PRODUCTION.

LOOKING from the other man's standpoint is, fortunately, becoming more general. This is evidenced in the effort now being made in Montreal to establish some definite basis for negotiations between employer and employee connected with the clothing trade.

In the investigation now being made, which will shortly be put in report form, some matters are coming to light which are causing both sides to see that there is some reason for the attitude of the other. For instance, the employees are coming to see that the employer's desire to run his own factory without interference from outsiders, is reasonable. Employers, on the other hand, are realizing that no matter how satisfactory things have been in their own plants some abuses have existed.

It is, for instance, fairly well established that one or more factories have been employing more men than necessary. Thus, these men, who enter the work expecting to earn say $22.00 per week, get only enough work to enable their earning $17.00. The object of this state of affairs, from the standpoint of the factory, of course is to have available the labor to turn out the work necessary in the rush seasons.

Surely there is an abuse here—one which does much harm to the clothing trade as a whole in such a time as the present when the supply of labor is not sufficient to go round. It might be thought that the situation would right itself—that the worker becoming dissatisfied—would seek a place of employment where he would be fully occupied and where he

would earn in a day what at the commencement of his employment he is given to expect as the day's wage. In practice though, it seems that much labor is unintelligent, or at best unadventuresome. There will be grumbling at the state of affairs but little thought of looking up a more congenial position.

It would be splendid work if the labor unions would educate their members to a realization that a move may effect necessary change in conditions.

That would result in necessary help being more economically, more efficiently applied. It is an economic loss to the country when a clothing operator, capable of turning out work sufficient to earn him $22.00, gets work only which earns him $17.00—providing, of course, there is as at present more work than can be done.

ABOUT LATE SHIPMENTS

SHIPPING delays are causing much worry, and much actual financial loss at the present time.

A Montreal Wholesaler advised MEN'S WEAR REVIEW this past week that one consignment of goods shipped from the old country January 18 had arrived only May 4. Of course the wholesaler had paid for them, in order to keep his terms with the shipper, long before the goods arrived. The delay, he states, occurred after the goods reached Canada.

This is but one instance. MEN'S WEAR REVIEW had learned of another case where goods from the U.S.A. were held up by the railroads somewhere near St. John's, Quebec, for over two weeks. These were flannel trousers, and when they finally arrived it was found that 15 pairs had been taken from the shipment. Be it noted, the duty had to be paid on these as well as on the trousers which arrived, for it was impossible to tell on which side of the border the pilfering took place. Buyers are able to insure against pilferage, but the duty loss has to be born entirely by the one to whom the goods are shipped.

The history of transportation shows that with delay in shipment pilfering increases. For this, and for a host of equally good reasons, it would seem that some action should be taken to get to the bottom of these delays—to prevent their recurrence, if possible.

COUNTING HEADS NOT ENOUGH

HERE in Canada, and more still from the United States, we hear expressed wonderment that trade in the men's wear lines should have increased during 1916, and that it should be showing this year such large gains over 1916. Indeed some doubt the correctness of this. "How they say, can this thing be? With 400,000 of the best buying men away, it isn't possible."

Well, after seeing dealers in all kinds of towns and cities; after weighing one fact against another, we are convinced that it not only *can be*, but that it undoubtedly *is*. Moreover, that this state of affairs is quite reasonable.

It will do good perhaps to rehearse the situation.

To begin with of the 400,000 men, doing such gallant work, some were not large buyers of clothing. They came from a class who made a suit serve a fairly long time.

Then, of the 400,000 men, a goodly number are still buying some clothing in Canada. Others are having clothing bought for them. Socks, sweater coats, underwear, handkerchiefs, shirts—these, and many other lines, are being used by soldiers, and are being purchased by, or for them, in men's wear stores much more than might be thought would be the case.

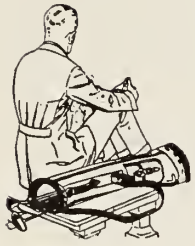
Yet, for such lines as neckties there can be little or no call from the soldiers. Even so the demand for neckties has increased. These are up materially in price, yet not only is the money spent on neckties larger than ever, but the actual number of ties sold is greater than in the year preceding the war. The reason—well the only reasonable reason seems to be that the men at home have more money than ever before. Especially is this the case with the very young men—those who, by reason of the call for workers, have left the Collegiate and started to produce. These are the "dressy fellows." Formerly they would have earned probably $7.00 or $8.00 a week. Now they are getting $15.00—yes and much higher, $25.00 in some cases.

Men in uniform need no hats, yet the Saturday before Easter one Toronto hatter sold over 1,000 of these. It was his biggest day's business since he started, many years ago. How did he get such sales? How was it a man in Orillia had his biggest day this year? The answers seems to be that the men, having the money—are able to fill their needs.

No, the counting of heads does not give the answer to the possible purchases of any line. Counting the contents of the pockets would be a surer gauge.

FASHIONS NOT BEING OVERLOOKED

War Talk Heard Everywhere, but Great Interest Yet Taken in Latest Styles—Is the Crease in Trousers to Go.



YOU might not think that we were taking this war seriously if you were to drop unexpectedly in on Little Old New York just at the moment. There is no pall of gloom hanging over this city. The Great White Way is just as white as it has ever been, and despite the dismal thought, that has been passed on to us from our English cousins, that most people eat one-third more than they require, and that in so doing they are digging their graves with their teeth, our many restaurants are packed to the doors with people enagegd in this ghoulish, though apparently not unpleasant task. No, friends, our patriotism has not yet reached the stage of eliminating the flesh pots. Lots of talk, of course, oh, plenty of it, as good old Mark Twain was wont to say of the weather, "a lot of talk about it, but nothing done."

DIDN'T LOOK BEFORE

Do not misunderstand me friends. We are not fooling with this war, we are going to handle all the questions necessary all in good time, and we are going to get right into the melee. Reminds me of a story a friend of mine told me of an old Florida cracker. He was lounging against the bar in a small saloon, "For Whites only," when two thirsty souls dropped off the Pullman of a southbound flyer. The brand of refreshment pleased them not, and perhaps their disapproval was audibly announced. Friend Cracker took the criticism ill. After some moments silence his hoarse drawl was heard: "I kin lick any two dam yankees in the place, and I ain't looked yit."

Perhaps we may be forgiven for the impression that we can handle our share of the war in the same generous way. It must be remembered in extenuation that we "ain't looked yit."

WE ARE ALL IN UNIFORM

Wake up friend! say some of you, nudging me gently on the elbow. This is not a disquisition on war and patriotism, but on clothes. Thank you, gentlemen! With your kindly assistance we will put the engine over on the other track, and get started on our fashion trip. If you will permit one fleeting backard look, however, before we get away from the question I might perhaps be permitted to remark, that if uniforms count as patriotism we can't be beaten, this side of the Somme. Why even in this town, where we have been accustomed to look upon, being just a little ahead of the other fellow as the supreme joy in life, we have actually reversed the process, and every young man, and some not so young have been doing their best to get into some sort of a uniform. Duck is becoming as scarce as German-Americans because of the demand for uniforms. It's just like they say of that little tin car, "everybody has one." Moreover, it is not only in this that this proclivity is noted. The Trench coat, has become more pronounced with the dawn of Spring. Everyone who wears a coat wears one, unless there is a desire to become conspicuous by wearing inconspicuous garb. That is the sober, solmen truth. You can get them in almost any style you like. You can have the lapels short and stubby or long and narrow, or you can have them, double breasted in the general effect of a chest protector, but the belt no matter what the style, the belt must be there for that is the outward and visible sign of a man whose patriotic heart flutters beneath a trench coat.

FASHIONS WILL OBTAIN

But it's getting a little late in the day to be talking about the trench coat now, when the bulk of the population will soon be moving down to Coney Island to bathe in its gravy complexioned waves.

WHO WILL LOOK AFTER THE FASHION

We have been worrying a good deal lately about who is to look after the fashion notes of the world, when we finally get thoroughly enough interested in this mix up, to realize that it is more than a matter of uniforms. Of course we can't decide that matter off hand, but anyway, despite this little worry, there seem to be a lot of people still plodding right ahead turning out clothes to suit the galloping tastes of some of our young gentlemen, and the more modest pace of some of us older folk, just as though such a worry did not exist.

Well, just to get down to actual examples for a moment or so I saw the other day a new variety of sport coat, that the man who showed it described

HUGE DEMAND FOR UNIFORMS

But All Buying These Are Not Going to the Front, Oh, Dear, No—Yet Sufficient Men Will Go in Time, Doubtless.

modestly as "rather neat." It was of rough checked homespun. It has a decided snugness about the waist that rather sets it apart from its brother sport coat. It was closed in front by two buttons and it has rather long skirts. It has a pleat down the front on each side and two vertical pockets that come just at the root of the pleat. There was something a little novel too in the trousers to go with it. They were of white homespuns instead of the conventional flannel.

SILK SUITS WILL PREVAIL

Silk suits will probably have quite a run and there is a good showing everywhere of this variety of clothes. They are cut fairly loose with long lapels, some attractive models of single-breasted suits of this description show the corners cut square and closing. Patch pockets are the rule, the tendency being rather toward the good old fashioned variety that are entered from the top.

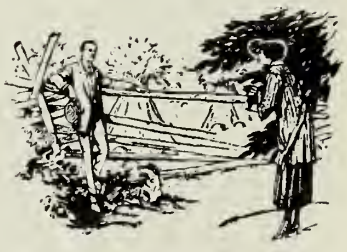
SAVE MONEY—DON'T CREASE YOUR TROUSERS

Strolling down the Avenue the other morning, my eye was attracted by several rather novel ideas in the matter of clothes. One interesting novelty was the lack of crease in the trousers. That has usually been characteristic of Third Avenue rather than Fifth, but this was something different, not an exhibition of neglect, but of studied art and it takes an artful one to wear even a most immaculately uncreased pair of trousers in these days of crease. The trousers are wide too. There is no attempt to hide the lack of crease by scantiness. It is there in all its glory. You may not favor this idea of course. Even I cannot claim to have been very favorably impressed. One must do something however, and if one can achieve distinction by having one's trousers like a stove-pipe, surely it is a small price to pay for distinction.

THE GREY DERBY COMES INTO ITS OWN

Another rather noticable thing in the little items of difference that the New Yorker so much delights in is the proclivity for grey shades. There are many being shown and many men who rather pride themselves on having their ear to the ground to catch the first faint rumor of fashion, if I may be permitted to use such an undignified simile for these correct men about town, are appearing in grey in preference to other shades. For instance, I noticed one of our youthful Beau Brummels on the Avenue a few days ago wearing a dark grey double-breasted sack suit with trousers to match. The lapels of the jacket were rolled very low to display a light grey double-breasted waistcoat. Yes, these grey shades are becoming almost noticable in the prevailing crowd of blues that as usual are the general favorites. Pearl grey Derbies too, have become quite a fad, with the most fastidious dressers, and as the less fastidious, not unnaturally follow the lead of their more fastidious kind, there are quite a number of these appearing. Not that you would call the gray Derby popular, by no means, the darker shades are, of course still worn by the great mass of men, but the class of men who have decided in favor of the grey shades are the class that blaze a, not too modest, way for themselves and wait for the crowd to follow. Whether the crowd will actually follow this mode, or whether it will just naturally fade away as soon as these progressive gentlemen have discovered something else to catch their fancy remains to be seen. In this connection might be noted the fact that this shade has not been limited entirely to the Derby. I have seen a number of high hats of this same greyish white, and the look of placid content beneath these hats would seem to suggest that their owners feel that they are distinctly correct.

In connection with such a hat, if one may so change the usual sequence, the cut-away is, of course, the correct dress. Black or grey with three buttons are the thing. There is a plainness about them too that is most noticable. The tendency to braids and facings that prevailed some time ago has passed, and coats are being made now with perfectly plain edges. The severity of this garb is, of course, relieved by the balance of the toilet, the most popular trouser combination with this costume is of black and white Shepherds check. The smartest men too are wearing double-breasted waistcoats of white. A black and white cravat is the natural compliment of these other items and consequently is considered the thing.



(Continued on page 50)

WHAT THEY ARE SHOWING IN MONTREAL

Waterproofs Have Been in Demand—Ladies' Lines Being Shown—Silk Shirts to the Fore—Auto Coats and Liveries Being Played Up—Some Good Suggestions.

SPRING in Montreal is usually supposed to be a brief and nondescript season. It has been described by a party of wayfarers in the metropolis of the East as a season in which the weather was so changeable that you could not tell whether to wear an overcoat, a waterproof, or a light suit with Summer underwear, and might wish for all three at different times in the same day. As a matter of fact overcoats, waterproof raiment, and summery-looking attire all feature in the men's wear windows of Montreal at the time of writing. A long lingering Winter chill in the wind has kept Spring overcoats quite prominently to the fore in the displays until well on in the merry month of May. Rainy days have induced a perfect army of umbrellas arrayed in their accustomed phalanxes at the doors of the men's wear stores, and emphasis in all display work has been laid on waterproofs and "slickers" in many varieties. The most interesting of these have been the transparent silk weatherproof garments in rich browns, greens, and ruddy yellows. These cut in the regulation style of the yachtsman's oilskins, have featured in many displays, and with them have been shown Sou'-Wester hats in the same light material, while the Henry Marks' store on St. James St. also showed waterproof gloves made of this transparent silk waterproof material; big, easy-fitting gauntlets, the virtue of which would be to keep a less weather-resisting glove inside dry and unspotted by the rain.

Call for Waterproofs

That there has been a big demand for waterproof garments in the opening weeks of Spring in Montreal is the experience of the Hannan store on Peel street, where a special sale of English and Canadian-made waterproofs in the more familiar buff-colored woven fabrics proved a distinct success. The gabardines which ran in prices as high as to $35.00 proved particularly popular, but raincoats priced as low as $6.50 were exhibited, these forming the drawing line which, with the umbrella phalanx, stood guard at the door in a day of downpour.

For the chilly days, and downright cold evenings which characterized the Spring this year, abundant variety of Spring overcoats occupied attention profitably in the windows and within-door displays. Marks had some attractive lines in his side-window on Peel street, a window where one step apart from the stream of pedestrian traffic a man may gaze his fill, and study values through glass to his content while making up his mind on purchasing. There was a good bright bit of attraction in one of these Spring overcoats in a quite pronouncedly yellow tweed, with warm flecks of brown and dark red wool in the weave. Many good plain greys were shown, also one of the new knit tex fabric overcoats in a very kindly-hued green. Tweed caps in the English style were displayed here also, and their colorings ranged over the gamut of the greys, bluey greys being shown, noticeably as well as the warmer tones.

Dressing Gowns to the Fore

Marx had some dressing-gowns on view also, silk fabrics with Paisley patterns, and the shot-silk effect also, light Summery dressing robes good to slip into for the morning cigarette. A very neat blue serge suit in shaggy surfaced serge, double-breasted, and cut after the conservative style of the moment, pleased the eye in one of the interesting corners of Marks' Peel St. window, and in this window also noticeably appeared the reviving style of collars with turn down corners, which the bat-wing tie very briskly and beautifully enhances. Flowered pattern batwings predominated in Marks' window shows, but four-in-hands in all the newest flowered styles were also well to the fore. Some fine effects from London, England, were given a front place in this connection, Paisley, and Oriental designs in the lead, with close rich patterning all over in very tasteful hues. A big variety of colors glowed up in the neat 'tad-pole' shaped adornment of a certain line of dark four-in-hands. Each 'tad-pole' had a little 'eye' in white on the red, blue, brown, or green of its own color, and this little pattern proved a clever embellishment upon an unobtrusively handsome line of ties. Pongee silk shirts in the natural buff hue made a very good showing in the Marks' window, and are likely to be popular this Spring and Summer.

Bat Wings Showing.

Case was showing batwing ties with a tiny oval or lozenge-shaped pattern carrying varied tiny bands of color, and showed these with some of the newest collars of the conservative double style, and displayed in half dozens upon a shirt or so laid with artful unconcern upon the window 'floor.' Away up in one corner appeared a collar box in leather, and the suggestion could hardly fail to meet response. Soft cuffed silk shirts in all the new stripes, violet hues at the time predominating, were also shown by Case, and a very neat new style suit, with belt, built in a delicate grey, formed a dominating note high in one window. Horn-handled canes, and one without the crook handle, but with a plain silver top, were shown in the Case displays along with chamois gloves. These horn-handled canes, rather stouter than some more recently shown, are pioneering their way along St. Catherine street men's wear windows. The steel cane, leather-covered, preceded them in some of the stores which closely follow and sometimes even outstrip the footsteps of fashion. The stouter cane has a suggestion of the wounded officer about it which adds a war-interest to this line, and may be coming into demand because of the return to Canada of lean brown men with kindly eyes that have looked death in the face, and whose steps halt a little as they lean heavily on their supporting staffs.

The Ladies!

From war and the wounded to women is but a step, and it may be mentioned that the men's wear stores of Montreal are in many cases alive to the advantages of offering lines that appeal to ladies. Hannan features ladies' imported chamoisette gloves, and has found them a fast moving line. In men's gloves silk with black points on the backs have been popular, and a French lisle glove imported direct, and retailing at $1.25 has gone very well indeed. Its color was a grey approaching taupe. By the time this is in print Hannan's will be showing Summer fabric underwear in gossamer weaves and priced from a dollar to twice that sum per garment. Some Summery underwear is already showing in Montreal, and the first actual Summer window dislay in men's wear has been put on by Henry Morgan & Co., The Colonial House, in the shape of a croquet window with the mallets, balls, hoops, etc., varying the display of men's wear for the season. A palm beach suit, white shoes, socks, and underwear formed the main theme of the display.

Hats have had their share of the window space in the men's wear stores this month. Dineen's on Peel street showing some neat new lines in dark green with puggaree band in green and white. Applegath on St. Catherine St. showed a wide variety, with New York silk topper in all its glossy radiance as the main item in one case, and Robertson & Co., St. James street had a window display in which every style of new hat appeared set forth in plain perfection unadorned, a Western style Stetson with its stiff buff hued brim, and in the inevitable dents in the crown, forming an interesting front-line unit in the trim.

Some Windows Described

"Cravats that look dollarish" was one of Riley Hern's quaint whims in window cards. The cravats shown were priced at only 50 cents and lived up to the words on the card. Riley Hern showed besides lots of auto-dusters, and livery styles for chauffers in his side windows, a front

window trim of great attractiveness in the newest styles of built to measure suits for which he has a reputation. A black fabric suit with white line running through the weave was one of his leaders in illustrating this department. Dark blue socks were shown with it. Some new ideas in light grey fabrics for the Spring also shared in the displays effectively, and a trench coat in dark grey-green material dominated one window section.

Pink Popular in Shirtings

Rod. Sangster, Jr., on St. James St., made the discovery this Spring that pink shirts have been the prevailing choice of the masculine taste for quite a little time. There has been a remarkable run on the new pink shirtings from Japan. These build into dainty shirts at $2. The material is Japanese crepe, and design usually in broad stripes. Grey greens, blues, and browns are found in this line, but the pinks have been going best. Picturing a pleasant pink contrasted with a black tie, the refreshing tone of the color suggests itself to the mind, and some Springtide feeling after this manner is no doubt accountable for the run on pink shirts. Rod. Sangster made a big success of a special window showing silk-fronted shirts at $1.65, and ties at two for 85 cents. This window was not dressed like a sale window, but kept in exclusively simple good taste with emphasis laid only on the price. It proved that price is probably one of the greatest levers to success in making a men's wear window efficient as a silent salesman. But the secret of associating a perfectly conservative and dignified window trim with a truly attractive price quotation easily observed, but by no means suggesting a 'marked down event' is perhaps the very fulcrum of the lever. In ties as shown by Rod. Sangster, the new Japanese flowered, and mixed figured patterns, also Paisleys proved good sellers, and one of the latest lines of men's garters went satisfactorily also, and is gaining sales momentum as the Summer approaches.

By the way, a St. Catherine St. store was showing a clever line in 'Dresden' pattern four-in-hand ties, very soft and fascinating in colors, also plain shirts in buff and blue which looked exceptionally neat; and in Goodwin's men's wear department the word all for the time being 'underwear,' as regards rapidly selling lines, while Goodwin's window displays were featuring the newest Spring goods in overcoats, suits, hats, etc., with every success in these lines also.

A Good Clothing Trim

WHILE *this is almost entirely a clothing window, care has been taken by the designer to avoid any monotony. Of course use of the splendid show cards which the manufacturers are now sending out, make monotony unnecessary; but the use of palms, flowers and other decorations will, as is evident in this illustration, do much to take away from any too great sameness.*

A few other lines, collars, neckwear, hats have been used here also to brighten the trim and doubtless to attract their own share of attention.

This design looks like one which should have drawn sales. It showed overcoats at a time when the weather was very cold, and cards, on these as on the suits, stated the price at which they could be secured. This was an informing window as well as an artistic one and such are the windows which men—the great window shoppers of the world—like to pause before.

THE WAR—DEVELOPMENT OF NEW LINES

Communities Barren of War Profiteering Have Developed Summer Resort, Tourist and Soldier Trade to Highly Profitable Plane—Barrie and Orillia Merchants Set Good Example.

MANY communities throughout the country have experienced great boosts to business through the operation of munition factories and the attendant business created by the employees, whose increased wages, with the consequent lavish expenditure on the necessary and otherwise, has been a Godsend to many retail dealers in the small towns of the Provinces whose businesses at the outbreak of war gave all the appearance of merely "waiting for the bell to ring."

But what about the less fortunate communities wherein no such manufacturing for war is in progress? Doubtless some have been "hard hit," and perhaps the men's wear dealers have been no exception, owing to the absence of their chief trade element who are fighting the country's battles. But many districts have had new lines opened to them by war conditions, and perhaps the present necessity for developing other lines may result to the benefit of the trade when normal times return.

Among the lines which contain large possibilities for development are the soldier trade, the transient touring, and summer resort trade; and perhaps one of the fields which has been most successful in the readjustment of trade conditions has been the district from Barrie north to Orillia and including the Muskoka Lakes. This district boasts of no munition factories or any other large war manufacturing concerns, but no sign of pessimism is in evidence and failures have been only in normal proportion.

War Outlook Was Dark

On the outbreak of war, conditions in the men's wear and other trades in this district truly looked black, and this outlook was intensified in later months when manufacturers looking for suitable sites for factories for the manufacture of munitions passed this district up for more favorable locations. But through the dark outlook a ray of light shone, and the realization of the possibilties embraced in other lines open for development, which constituted that meager optimism, has brought success to many dealers who will benefit to an even greater degree after the war when prewar trade conditions return.

As we have said, the district referred to is marked by the absence of war manufacturing concerns, but it is favored with being the centre of a considerable amount of Canada's summer resort trade, and also constitutes the district in which Canada's largest concentration camp has been located.

Quick to realize the opportunities offered by the presence of these thousands of Canadian soldiers, men's wear dealers of Barrie, Allandale, and neighboring towns, immediately secured large stocks of all such lines as would be demanded, and their efforts to supply the soldiers' necessities have been crowned with success.

The district farther north is well known as one of Canada's most popular centres of summer trade, and by the expenditure of a little energy, a considerable increase in business from this source and from the transient automobile touring trade, has been secured. These sources of trade under development have proved a big factor in dissipating the pessimistic outlook which for a time was entertained, and already preparations are being made by men's wear dealers throughout the district to duplicate the trade which has favored them in the past two summer seasons.

Milne & Son, Barrie

A significant instance of what can be accomplished by going after business in these lines is the case of A. Milne & Son, of Barrie, who have been perhaps the largest dealers in soldiers' supplies to be found in the district. The town of Barrie has been the busiest centre for such business, owing to its proximity to Borden Camp and a large number of officers and their wives made it their headquarters during the summer months. Hundreds of soldiers also thronged the town continuously. It is but a logical conclusion that all retail dealers, irrespective of their trades, benefited by this influx of soldiers looking for some place to spend their money, and the men's wear dealers were no exception. In the case of Milne & Son, it was not considered sufficient to sit down and wait for the soldiers to come into the store, but they purchased an automobile and by making daily trips to the camp, twelve miles distant, solicited business to both individuals and to the regiments as units.

It was soon after the camp was inaugurated that the first results of the retail trade of neighboring towns became noticeable, and dealers began stocking largely in soldiers' lines. Mr. Milne, in addition to arranging effective window displays of all such lines as shirts, socks, ties, collars, belts, canes, insignia, underwear, puttees, and ready-made breeches, secured the exclusive agency for a Toronto firm and many orders for made to measure uniforms were secured. It was soon found that a tendency to place orders through the mails from the camp, was increasing, and in order to secure their share of this business, Mr Milne advertised his automobile delivery system and by giving a good service to the camp his turnover was greatly accelerated.

General view of Camp Borden—new arrivals getting ready for first meal.

Among the lines which proved most popular during the Summer months was the light Summer underwear. It became quite an apparent fad among the soldiers to change their underwear several times a day during the heat and dust. A large stock of puttees and ready-made breeches was also disposed of prior to orders restricting their use.

"Soldiers Equal Munitions"

"The soldiers have meant as much

Barrie as the munition factories have to other towns," said Mr. Milne, in reviewing the healthy growth of his business since the soldiers at Camp Borden opened up a new field in his line of trade. Mr. Milne explains that the reason for the patronizing of the small town retail merchant by the soldiers has not alone been the proximity of such towns to the camp, but in large part has been due to the adequate service given, and the maintenance of reasonable prices. In other words, the absence of an attempt to take advantage of their position and levy exorbitant prices, has brought the town merchant into favor with the soldiers who no longer display their partiality for the city dealer to the exclusion of all others.

The volume of soldiers' trade was much larger during the early months of the summer than it it was towards the end of the camp season, but this is explained by the early procedure overseas of many of the battalions containing chiefly young men from the towns. While recent units have been found to consist to a great extent of older men, indications, based on trade forthcoming from the few soldiers who have already gone into camp at Borden, are that there will be another good summer's business in soldiers' lines during the present season, especially if the military authorities are successful in sending troops to camp in equal numbers to those of last summer.

The Holiday District

A little further north of Barrie is a district which during the summer months is thronged with holiday makers, and is the centre of much motoring traffic. Throughout the district reaching to the Muskoka Lakes and including the town of Orillia, a demand for articles of men's summer wear has been turned to good account, and the transient motorist along with his fellow pleasure seeker at the resorts, have divided honors in making up the deficiency in business due to war conditions, in a district which is as devoid of war profits through munition manufacture as that previously described.

While the demands of the male motorist and summer resorter are, of necessity, light, in the matter of wearing apparel, the equally light texture of such apparel makes it doubly necessary to have on hand a large assortment of outing shirts, soft collars, socks, light underwear, and other articles which enhance the comfort of a holiday whether in the wilds or in the summer resorts. This demand has been well maintained during the war, due in some part to the increasing number of American tourists who have patronized Canadian resorts in recent seasons, and men's wear dealers have been quick to realize the possibilities and reach out for their share of such trade.

Sinclair Store, Orillia

The Sinclair men's furnishings store at Orillia is one which realizes the possibilities in summer wear and is making every attempt to cater to the wants of even the most fastidious of the transient summer customers, and lines are carried which appeal to everyone from the man who enjoys his holiday in the wilds, clothed in khaki ducks and shirt, to the pernickety William who is the idolized exponent of the latest dance steps on the hotel promenade.

In order to arrest the interest of this passing trade, attractive window displays are arranged, of varying lines included in the above range. Mr. Sinclair has adopted in his store some novel ideas for display, and realizing the immense value of window dressing for the attraction of such trade, is making arrangements to construct a new front to his store, which will greatly enhance the power of window display. An attractive arrangement of seasonable lines has been made up in the store, and prominent in the plan adopted by Mr. Sinclair is the unique manner of displaying shirts. Originating from the plan adopted in a Philadelphia store, Mr. Sinclair now shows his various patterns of shirtings in individual cabinets with a glass front, and much resembling the familiar way of showing biscuits in a grocery store. This method, which Mr. Sinclair is extending to every other line of furnishings which lends itself to such treatment, allows of visible display without damaging the article by exposure to dust. This feature is easily discernible in the accompanying picture of the store. Another feature of display which is prominent in the Sinclair store is the effect of showing various men's wear lines on small tables placed in the centre and extending the depth of the store. This plan has been found to have many advantages over the old methods of display when articles were either kept out of sight or shown from shelves along the wall.

The foregoing cases, wherein the effects of war conditions were overcome by the realization of the possibilties in other lines and the conscientious development of such lines by the use of up-to-date business methods, indicate what can be accomplished by the application to the situation of ordinary business principles, and other dealers in a situation of similar character would do well to realize the advantages of adopting a similar procedure both for the the present and for future trade.

HAT AND CAP MANUFACTURERS ORGANIZE

The Hat and Cap Manufacturers of Montreal, have organized for their mutual welfare, under the name of the Hat & Cap Makers' Association of Canada. H. A. Wolfe has been elected president, and Mr. S. F. Kanter of the London Hat & Cap Manufacturing Co., Secy.-Treasurer.

J. Sinclair's store, Orillia, where a good deal of extra business is secured from Summer visitors and automobilists.

TRADE MARK GOODS IN BUSINESS

Men's Wear Dealers Throughout Country Favor Trade Mark Lines When Standards Are Maintained and no Price Cutting—Advertising and Selling Trade Mark Lines Make Store More Popular.

THE many outstanding peculiarities that mark the modern tendencies of human nature are perhaps found at their best in the individual who sets out to buy something. At least this is the way the retailer of to-day views it, and it keeps him hustling to cater to the whims of the modern purchaser without being classed as an aspirant for the realms of psychology.

One of the many points which enter into the buying and selling operations of to-day is in connection with the question of trade marks. It is a matter of no significance that some customers prefer to buy goods which bear the mark of a standard product, and no less significant is it that some retailers find it to their advantage to carry such trade marked lines. This is, however, a subject on which a great diversity of opinion was known to exist, and in order that some better idea of the situation might be secured, MEN'S WEAR REVIEW has obtained from retailers in all sections of the country, from Victoria, British Columbia, to St. Mary's, New Brunswick, an expression of opinion on this matter.

To this end a letter was forwarded to a large number of men's wear dealers, embracing the following questions:

1. What is your opinion regarding trade mark goods?
2. Have you found that many of your customers ask for goods by the trade mark name?
3. Have you found that even some who do not ask in this way are yet more quickly persuaded of a line's excellence when they recognize the trade mark?
4. Do you show trade mark lines largely in your windows and in your store interior?
5. Do you find that these goods do something to make your store more popular with the community?

These five questions were found to cover the matter of trade marks in a very comprehensive manner, and considerable information was forthcoming in the replies.

Trade Marked Goods an Advantage to Trade

As to a general opinion concerning the advisability of handling trade marked goods, the replies were almost unanimous in their belief that the carrying of such goods was to the advantage of the trade as long as the standard of quality of such products was maintained. Some were of the opinion that the value of carrying trade marked lines was greatly enhanced by the support of good advertising, and that by this means sales were greatly facilitated. This condition of affairs was especially noticeable in the case of dealers in cities, whereas the small town retailer was more disposed to regard the matter of trade marked goods with unconcern owing to the fact that customers were uneducated to the value of such goods. While the preponderance of opinion was in favor of the trade marked goods, yet there is a provision in connection with the handling of such goods, which, when not lived up to by all dealers, is inclined to bring the handling of such lines into ill-regard. This provision is in connection with price-cutting, and the experience of some retailers was that unless standard prices were maintained by all dealers in the same city on similarly trade marked goods that much of the benefit of carrying such lines would be forfeited. Another disadvantage which might be found to enter into the question was also where, through perhaps a slight error in inspection, a garment was allowed to slip through containing a flaw in manufacture. In such a case as this it was pointed out that the trade mark would prove to be more or less of a brand to be avoided, and thus have a reverse effect to that desired. In brief, the situation was indicated to be merely this, that when satisfaction is given, the trade mark is an advantage; but when satisfaction is not given, the advantage of the trade marked goods is not only lost, but trade in that line is given a bad knock.

Customers Demand Trade Marked Goods

That the majority of customers ask for trade marked goods was the general opinion as expressed in regard to the second question. More particularly was this noticeable in connection with the higher-priced goods, and one dealer stated that 75 per cent. of his customers insisted on trade marked products. As a reason for demanding such goods, one opinion was to the effect that "goods made to a standard commended themselves to everybody." In a few cases where some doubt was found to prevail as to the general application of this question, it was indicated that the demand for trade marked goods most certainly existed in connection with some staple lines, no matter what the nature of the community in which the business was located.

As to the persuasion necessary to convince customers of the excellency of a certain line when a trade mark is recognized, the consensus of opinion was to the effect that the amount of persuasion was negligible, and without exception proved advantageous to all concerned. Of course, this question is one involving perhaps the greatest amount of dependence upon the vagaries of human nature, and it could only be expected that with varying types of customers to handle, that this topic would call forth a wide range of comment. In the case cited above, however, where an imperfect garment was sold, no amount of persuasion would convince the customer that it was to his advantage to again purchase goods with a similar trade mark. Another opinion was to the effect that the recognition of the trade mark was a commendation in itself. In some other cases it was found that the best means of persuasion was to allow customers to sample the goods in question, but this procedure is hardly as applicable to the men's wear trade as to other branches of trade. Still another dealer found that considerable persuasion was required as to the quality of a line of trade marked goods except in cases where the customers were familiar with the mark through other mediums, such as advertising.

Display of Trade Marked Lines Preferred

With two exceptions out of the total number of replies received, the dealers stated that they showed trade mark lines largely in window and store interior displays. One of these exceptions found it more to his advantage to push his own lines of goods, while only one was of the opinion that the profits on trade marked goods was too small to justify such attention. Here, again, some difference of opinion can be noted, for in contravention of the latter claim comes the statement of one dealer of Cornwall, Ont., that he finds it raises the reputation of his store to display trade marked goods. In another case the dealer found that the best lines to boost through the medium of his window and interior displays were widely advertised trade marked goods. In some cases the trade marked goods are accompanied with illustrations of their particular outstanding features, and in some instances the dealers indicated a partiality for such lines when it came to window dressing and arranging displays. It was still further pointed out that it was advisable to not only display the trade marked goods themselves, but to place around the store illustrations of the trade mark as it appears on the goods. This latter plan familiarizes the customer with the mark, and it is more easily recognized when subsequently seen on the actual goods.

Trade Mark Increases Popularity of Stores

Bearing out the popularity with which trade marked goods are received, as indicated by the opinions expressed by the dealers, it was the unanimous opinion that the carrying of such goods was of assistance in making the stores more popular in the community. Especially so was this reported to be the case where the goods were carried more or less exclusively, and not on sale at every store

in the town. The greatest element which appears to figure in the effect on the popularity of the store in a certain community is that of dependability. It has been pointed out that if the customers of a certain district know they can depend upon the merchandise of a certain store, that store is rendered popular, and the best way to attain this end has been found to lie in the stocking of only standard and trade marked goods.

This survey of the situation as portrayed by the information forthcoming from the dealers is of a general character, and it may be advantageous to quote herewith some of the personal opinions expressed by the dealers in answering our letters.

Cornwall Dealer's Opinion

When asked for his opinion regarding trade mark goods, one Cornwall dealer stated that it was always to the best advantage to handle such goods, "because they are more reliable, and after people get to know that such goods are carried they are pleased, and it makes a clean stock to handle." He stated that he also found it an advantage to persuade people to buy trade marked goods, and added that the store always maintains its popularity by handling goods that people can rely upon.

Another interesting answer which contained a qualification was the reply of one dealer to the first question as follows: "If the standard quality is maintained in a garment the trade mark is O.K., but in war times, with the advance of material and labor and qualities reduced, garments are much better without a trade mark." In answer to the query as to whether such goods were of assistance in making his store more popular in the community, he stated that such was the case if the goods were not sold to every store in the city. This procedure made the store common, and even trade mark goods do not draw trade to the store unless the exclusive sale for such goods is held.

One Lone Dissenting Voice

One of the few dissenting voices as to the value of trade mark goods came from a country place, and even that dealer admitted that while such goods were of no importance to him, yet they were undoubtedly a splendid thing for the city or town. He explained that his customers never asked for special trade mark goods, and the amount of trade did not justify any attempt to educate them to appreciate such lines.

"Trade marked goods are made to a standard, and when the price is fixed they are all right," said another dealer, who was of the opinion that trade marked goods commended themselves to everybody. By the handling of such standard lines this dealer's store was popular, because, as he described it, "the customers know where they can buy dependable merchandise."

From New Brunswick came still another opinion to the effect that carrying of trade marked goods was an advantage to both customer and dealer. He believes that goods trade marked are sold on their merit, and his experience proved that customers had acquired the habit of asking for such goods.

Must Advertise Trade Mark Lines

A dealer in Quebec believes that trade mark goods are more easily sold when advertised properly, but he is also of the opinion that the trade mark sometimes brings in some inconveniences. "The worst of these inconveniences," says he, "is unfair competition. If several merchants in the same vicinity, or even in the same city, handle the same trade mark goods and sell them at different prices, here comes the perpetual objection of the customer." I can get it cheaper at X's. "So in this case the trade mark does not better the position. We feature trade mark goods in our store and in the newspapers, and I am convinced that there are many advantages in doing so."

Another retailer in an opposite section of the country is, nevertheless, of the same mind, and favors the carrying of trade mark goods, "if such goods have some outstanding feature, such as quality, style, etc." He displays trade mark goods when they have their special features illustrated, and he finds that it is not difficult to convince customers as to the advantages of a trade mark line when they are familiar with the mark.

WOMAN'S OVERALLS CONTINUE TO GAIN FRIENDS

Many Stores, Having Felt Out the Demand, Place Big Repeat Orders.

MORE and more widespread becomes the interest in women's overalls. Says one manufacturer:

"When we started making women's overalls, we considered it would be a very small affair—just a flash in the pan. We find, however, that some of the largest stores in Canada are ordering. First, there is the —— they bought only two dozen from our salesman as an opening order. We told them that two dozen would not give the line a show, and on our own hook sent them eight dozen, the remaining six dozen being on approval, with the understanding that we would take them back at the end of a month's time if they wanted us to. Instead of having to take any of these back, we had a re-order from them by telegram four days after they got the original eight dozen, asking us to express to them before Saturday a duplicate order for sizes they were out of.

"This is just one instance. We have also sold large quantities of these goods in Vancouver, Victoria, Montreal and all the larger cities, and even some of the smaller towns are now starting to buy them, and we have no hesitancy in saying we think it is a permanent thing. It is a sensible garment, and was brought before the women of the world, purely as a result of the war.

"We have had no end of inquiry regarding them from different merchants, wanting to know what they look like, what they are made of, and wanting particulars. In fact, the idea is so revolutionary in Canada that it has created tremendous interest, just like the first automobile did, or the first aeroplane.

"Some of the stores where we have sold our goods have had a girl wear them in the store, walking up and down the aisles passing out hand-bills. In fact, this is what is being done in Windsor by the C. H. Smith Co., and the interest is so great that it simply packs the aisle where the girl stands with curious people to see what they look like.

"We don't want you to think that we deserve any credit particularly for adopting these women's overalls. Frankly, we didn't think they would prove much of a success at the time we did it, as we were very sceptical indeed, but we have no

(Continued on page 50)

A woman-overall, as made by Peaborys Sales Corporation.

WHAT MEN'S WEAR DEALERS ARE BREAKING LAW?

The Trading Stamp Act, and the Lottery Act Presents Perplexities Bearing on Special Trade-gaining Features—A Case in Point—The Acts Quoted—These Not Entirely Clear.

ARE you within the law? Are the schemes you from time to time adopt to the end of stimulating business absolutely in accordance with the Lottery Act, and the Trading Stamp Act?

Don't be too sure about it. Read first these acts, as later quoted in this article. After that quite probably you won't be sure about it. Perhaps you won't be sure of anything. A lawyer, you know, gets his living from interpreting the law. If the law were made plain so that any man of intelligence could interpret it, wherein would be the need for lawyers? When the leaders of the land can argue as to whether a woman is a person, there certainly is room foi argument on this Trading Stamp Act, and this Lottery Act.

How the Question Arose

The reason Men's Wear Reivew is going into this is simply because one of our readers, Wm. Hay of Queen Street West, Toronto, has recently run foul of these two Acts—or would have run foul had he not seen the storm in the offing and sheered off from the dangerous rocks.

Mr. Hay had a scheme for stimulating sales—a scheme described some time ago in Men's Wear Review—which included the returning each month of one days purchase money to his customer.

Now Mr. Hay recently received a call from a Sergeant of Detectives, who told him that a North-end dealer had sought a permit to carry on a certain sale. This had been refused, whereupon the dealer had said: "Why this is practically what Billy Hay is doing on Queen Street."

Hence the visit to Mr. Hay's store.

The detective got full details regarding the plan.

"Is it illegal," asked Mr. Hay. "I'm giving back my own money."

"I don't see that it is," said the detective, "but it may be."

Now Mr. Hay didn't want to break the law. Less still did he want to face any trouble. So he went to the City Hall, with the usual result. He learned nothing. Can one get blood out of a stone?

But talking to his friend the Sergeant of Detectives, Mr. Hay later got some help. "I'll ask Mr. Corley (the prosecutor)" said the Sergeant, "and I'll let you know what he says." That night the Sergeant rang up Mr. Hay saying, "Mr. Corley thinks that if a charge were laid against you, and you were brought into court, you wouldn't have leg to stand on."

So, though no one except Mr. Corley seemed to know how this selling scheme offended, Mr. Hay gave it up. But here are the two laws which bear on the matter. Read them:

236. Every one is guilty of an indictable offence and liable to two years' imprisonment and to a fine not exceeding two thousand dollars who,—

(a) makes, prints, advertises, or publishes, or causes or procures to be made, printed, advertised or published, any proposal, scheme or plan for advancing, lending, giving, selling or in any way disposing of any property, by lots, cards, tickets, or any mode of chance whatsoever, or,

(b) sells, barters, exchanges or otherwise disposes of, or causes or procures, or aids or assists in, the sale, barter, exchange or other disposal of, or offers for sale, barter or exchange any lot, card, ticket or other means or device for advancing, lending, giving, seling or otherwise disposing of any property, by lots, tickets or any mode of chance whatsoever, or,

(c) conducts or manages any scheme, contrivance or operation of any kind for the purpose of determining who, or the holders of what lots, tickets, numbers or chances, are the winners of any property so proposed to be advanced, loaned, given, sold or disposed of.

2. Every one is guilty of an offence and liable on summary conviction to a penalty of twenty dollars who buys, takes or receives any such lot, ticket or other device as aforesaid.

3. Every sale, loan, gift, barter or exchange of any property by any lottery ticket, card or other mode of chance depending upon or to be determined by chance or lot, is void, and all property so sold, lent, given, bartered or exchanged, is liable to be forfeited to any person who sues for the same by action or information in any court of competent jurisdiction.

4. No such forfeiture shall affect any right or title to such property acquired by any bona fide purchaser for valuable consideration without notice.

5. This section includes the printing or publishing or causing to be printed or published of any advertisement, scheme, proposal or plan of any foreign lottery, and the sale or offer for sale of any ticket, chance or share, in any such lottery, or the advertisement for sale of such ticket, chance or share, and the conducting or managing of any such scheme, contrivance or operation for determining the winners in any such lottery.

6. This section does not apply to

(a) the division by lot or chance of any property by joint tenants or tenants in common, or persons having joint interests (droits indivis) in any such property, or,

(b) raffles for prizes of small value at any bazaar held for any charitable or religious object, if permission to hold the same has been obtained from the city or other municipal council, or from the mayor, reeve or other chief officer of the city, town or other municipality, wherein such bazaar is held, and the articles raffled for thereat have first been offered for sale and none of them are of a value exceeding fifty dollars;

(c) the Art Union of London, Great Britain, or the Art Union of Ireland.

335. In this Part, unless the context otherwise requires,

(g) "Every one," "vendor," "purchaser," "merchant," "agent," or "person" for the purposes of the sections relating to trading stamps, includes any partnership, or company or body corporate;

(u) "Trading stamps" includes, besides trading stamps commonly so-called, any form of cash receipt, receipt, coupon, premium ticket or other device, designed or intended to be given to the purchaser of goods by the vendor thereof or his employee or agent, and to represent a discount on the price of such goods or a premium to the purchaser thereof, which is redeemable either—

(i) By any person other than the vendor, or the person from whom he purchased the goods, or the manufacturer of the goods, or,

(ii) by the vendor, or the person from whom he purchased the goods, or the manufacturer of the goods, in cash or goods not his property, or not his exclusive property, or

(iii) by the vendor elsewhere than in the premises where such goods are purchased; or which does not show upon its face the place of its delivery and the merchantable value thereof, or is not redeemable at any time;

2. An offer, printed or marked by the manufacturer upon any wrapper, box or receptable, in which goods are sold, of a premium or reward for the return of such wrapper, box or receptacle is not a trading stamp within the meaning of this Part.

505. Every one is guilty of an indictable offence and liable to one year's imprisonment, and to a fine not exceeding five hundred dollars, who, by himself or his employee or agent, directly or indirectly, issues, gives, sells or otherwise disposes of, or offers to issue, give, sell or otherwise dispose of trading stamps to a merchant or dealer in goods for use in his business.

506. Every one is guilty of an indictable offence and liable to six months' imprisonment, and to a fine not exceeding two hundred dollars, who, being a merchant or dealer in goods, by himself or his employee or agent, directly or indirectly, gives or in any way disposes of, or offers to give or in any way dispose of, trading stamps to a purchaser from him or any such goods.

507. Any executive officer of a corporation or company guilty of an offence under the two last preceding sections who in any way aids or abets in or counsels or procures the commission of such offence, is guilty of an indictable offence and liable to the punishment stated in the said sections respectively.

508. Every one is guilty of an offence and liable, on summary conviction to a fine not exceeding twenty dollars, who being a purchaser of goods from a merchant or dealer in goods, directly or indirectly receives or takes trading stamps from the vendor of such goods or his employee or agent.

Is the matter absolutely clear?

The "Nay's" appear to have it.

Let Men's Wear Review hear from you in this regard; hear your perplexities and you're special cases. We'll get full information in regard to such sales for you.

IN LARGER PREMISES

The Wearbest Clothing Company, Montreal, have considerably increased the size and capacity of their factory at 149 Notre Dame West, Montreal, by the addition of several thousand feet floor space. It is hoped with the improved facilities which this affords to be in a still better position to give service to their customers.

Watch-Watchers Watch This Window in Thousands

Here is a men's wear window daintily decorated with floral devices, and possessing a special "man-stopping" feature which is not apparent easily in the photograph, but which does the work.. In the left-hand lower corner, note the Standard Time Chronometer—in its mahogany and brass-bound case. Probably a thousand men a day stop and look at that clock, incidentally, no doubt, being influenced by the display of goods in the window. Allan's store is located at the corner of Craig Street and Bleury Street, Montreal, and the manager, Mr. Lister, estimates the value of his window displays at something like 75 per cent. of his sales force. "The windows bring the people into the store," he says. "After that it's up to the salesmen."

From this particular window there was done a fine business around Eastertide, in gloves, neckwear, shirts, and collars. Note the graceful way in which the three shirts in the background are displayed in tier form, not all on the level. This is a clever touch by the window dresser responsible, J. A. Brosseau. Note the belt coiled just in the very middle between the gloves in the front floor space of the window. This window carries out the idea of "daintiness, delicacy, and refinement" which in the opinion of the manager of Allan's make for sales in men's wear as surely as they do in the Department Stores which appeal to the ladies.

TRADE MARK VALUES THAT COME TO RETAILER

Familiarity of Public and High Reputation Possess Strong Selling Value to the Merchant—Profuse Use by Many in Window Advertising and Interior Display.

IN men's wear stores the movement found in some parts of Canada and the United States among departmental stores to discard the use of all trade marks and branded goods except their own makes little headway. Probably at no time has the branded name been brought forward more prominently in the windows and the men's wear ads. as well as in interior displays than to-day. More and more the merchant is coming to realize that branded goods are, for the most part, a guarantee of their reliability, and that the acceptance of these by the merchant makes easier the ideal to which all aspire, a guarantee of every article that passes over his counter.

Which Wins?

It would be an interesting study to figure out what line of goods received the greater attention from the retail merchant in so far as giving publicity to the branded name it carries. Do you use the brand name in mentioning collars more than hats? Are shirts known more by the name of the maker than the summer or winter lines of underwear you carry? Or would one, two or three well-known brands of ready-made or made-to-order clothing show a more liberal use of the maker's name or brand than any line mentioned hitherto? And all this applies quite as strongly to newspaper publicity as to window and interior trims. The merchant now sold out is deterred by a disinclination to advertise the "Smith" brand of overalls on the ground that the share if any, that the "Smith Mfg Co." bears of the cost is less than he should pay for the publicity he secures by being identified with the name of the local dealer. It is becoming recognized that if a merchant is wise in selecting the "Smith" brand as the main line of overalls with which he fills his shelves, a guarantee should go automatically with the name, and any publicity that has grown to be attached to this name will accrue to him in the handling and sale of these goods. The average merchant now goes further and contends that the fact that he carries such and such a brand of high-class goods conveys a favorable impression to the public as to the general character of the rest of his stock.

Worth $1,000,000 a Letter

One or two instances will suffice to indicate the "selling" power of trade marks. In a motion for the dissolution of the American Tobacco Company on the ground that it was a "trust," sworn testimony placed the value of this trade mark at $45,000,000 and of total assets of $227,000,000, or 20 per cent. One Canadian trade mark is valued at $1,000,000 a letter.

Value on From Maker to Dealer

The real meaning of this is,—as applied to retail selling,—that such brands have become familiar to the public after long tests have not met their approval to such an extent that sales will result from the name itself, without any preliminary education on the part of the new hand. Article "B" he has to introduce, to demonstrate; article "A" sells "On sight." The million-dollar letter value implies that it sells much more easily than an unknown and untried brand, for the value to the manufacturer is a "selling" value, and automatically passes on from him through the various selling agencies unti it reaches the ultimate consumer.

Of Sentimental Value

From the individual the belief in the efficiency of a "brand" has passed on to a community. "Sheffield" cutlery is famous. In Canada we have a "Made in Kitchener" association. We have no Provincial groups, but "Made in Canada" has been and will be used as an offset to "Made in Germany." Whether "Made by the Allies" will come into existence as a preferential slogan remains to be seen. In the United States several states have adopted a brand such as "Made in Iowa," and a bill is now before Congress to compel the use of a label "Made in U.S.A." In such a case the brand gets away somewhat from the original idea, which was not only to stand as a guarantee of quality, but to secure for the maker that accumulation of value that would result from a test that had proved highly satisfactory. In the absence of a rigid system of inspection a "Made in Canada," a "Made in U.S.A." mark would be of sentimental value chiefly, and not necessarily a guarantee of quality.

How a Few Ads. Show Up

Many manufacturers and merchants fail to realize the extent to which brand names are now being used in Canada by the retail stores in their every day advertising. Take for instance, an advertisement of R. H. J. Dauler, Limited, that appeared in a St. Thomas paper on Friday, May 18. "Smart new negligee shirts" were featured, from $1 to $5, and no less than six names of makers on brand names were mentioned. In "Union underwear," fine wool and silk and wool balbriggans were singled out under four general names, and five names of makers. In overalls, two were named under a $1.50 price, and three more at $1.00, and a sixth at $1.15.

Ecclestone's, of St. Catharines used the name of what they called two "famous makes" in ready-mades, and used a big illustration of one with the brand name in display type underneath.

In overalls, "Oak Hall," St. Thomas, named four different brands, $1.25 to $1.50.

"Oak Hall" of Hamilton went much further in a five-column ad. In hosiery they named two brands; and in underwear two.

A well-known London merchant, W. F. Boughner, featured one line of clothing for his whole ad.

The Dauler store in London, outdid the St. Thomas store in featuring brand names in their ads.; a cut name for a cap; four different shirts, three overalls with one firm's brand name in a cut; three hats, and two hosiery brands.

These firms believe that their sales will be increased by the naming of the makers and the use of the cuts they furnish, or they would not use them; and, in their windows, the lithographed and other cards, furnished by these and other firms, are a constant accompaniment of the goods on display. So strong has the value of branded clothing become that many men's wear dealers have special electric signs, some giving the brand name in larger lettering than their own.

Firm's Own Trade-Mark Valuable

There is another form of a brand that is related to the store itself, a quite important one, also the use of a special form of type or manner of setting, to familiarize the public with a firm's own name, that brings it into the "trade-mark" class.

A well-known merchant has this to say on this subject: We find, that the use of our own distinctive firm name. in the form of a trade-mark, is a strong business asset. We use the one form in bold black letters as if written with a broad pen upon all wrapper. price tickets, envelope, stationery, and paper bags. It has come to be a striking and distinctive emblem or trade-mark of our store. It appears boldly in all our advertising, and is printed on the paper bags of our pastry department where the goods are our own manufacturer, and thus come to be closely associated with our store's reputation. But we associate the sign with everything that is sold across our counters, thus building up for ourselves a trade-mark which will be used as the store develops and comes to manufacture special lines of goods."

It would be a valuable exercise, to study how some of the leading firms retain a uniform of firm name, large or small wherever it reaches the public.

WHAT IS SHOWING IN TORONTO

Bright Windows Do Their Bit to Offset Depressing Effect of Dismal Weather — Full of Promises of Summer.

WHEN fashionable young Toronto of the male species goes down town to see what's new in wearing apparel, he does not have to look long to be convinced that the powers have had him in mind, and have been employing all their constructive genius to creating attractive new things to satisfy his most exacting tastes.

Even if he goes down town with no idea of buying a silk shirt, a bow tie, or any other of the unlimited superfluities which the most fastidious of us are always on the lookout for, he simply cannot help himself, for the windows, ablaze with color and gaudy patterned displays which are almost running riot, literally step right out on the street and stop him. The beckoning hand of out-of-doors where only the lightest apparel is required, is sufficient excuse for the color, and the loudest patterns are most popular with everyone except the more conservative element, which seldom desires any new departures.

As has been indicated, a trip down Yonge street proves that popular demand is for color and more of it. One particularly colorful window and one which strongly appealed to the tastes of the younger element looking for something different with which to startle the natives at the races or the ball game. contained an attractively arranged group of Japanese crepe ties with patterns of strong color contrast. These, along with other novelty crepes, were predominant in flowered patterns of large size and in all shades; and particularly effective was the manner in which the veins and petals of the flower patterns were picked out in bright colors contrasting with the other portions of the design. As a welcome departure from these more or less solid colors, a wide array of vividly striped patterns were shown, and some of these on a white background were particularly adaptable for light Summer wear. These patterns consisted of a series of vivid stripes in red, green, blue, and white, for a depth of about one inch for every three or four inches of tie on a white background. A tendency was also noticeable to design these ties for matching with popular designs in shirts.

In more conservative stores some new colors and design in Irish poplin ties were shown, and a somewhat novel departure was their rubber lining. This new lining is designed to render the tie non-creasable and in this respect has special appeal to the conservative element to which it is offered.

The bow tie is very loath to forfeit its run of popularity and still finds a warm reception. One attractively arranged window contained a display of light faille bow ties of the batwing design, while English foulards were also keen contenders for popularity. Some handsome printed ties with all the appearances of the loud designs, but in subdued tones, were also being shown, and while the approach of warm weather is fast giving the knitted ties the go-by for another season, some of the exceptionally wide variety in mild shades were still on view.

Soft Collars for Summer

So extensive is the call for soft collars that it gives all the appearances of being a permanent adornment to set off the neglige effect, which is meant to be conveyed by the combinations being shown. Collars with silk corded stripes in white are popular, though really no novelties are being shown, with the possible exception of an invisible fastener which is used to hook some of the newest collars. Some new shapes in stiff collars have appeared, but the plain white soft collar of pique material seems to dominate the displays.

Loud Striped Silk Shirts

The showcases in the modern retail store are commonly termed "silent salesmen," but there is some speculation as to how long they will maintain their reputation for "silence" with such displays as have been mentioned and perhaps supplemented with a few of the latest designs in silk shirts. The louder the designs and colors the more they cost, yet with apparently endless pocketbook resources, the modern youth, who holds nothing but contempt for cost, is a lucky customer for the dealer, who fears he would otherwise have little sale for the silky creations with their exclusive and fetching designs, and particularly fetching price-cards. So popular have silk shirts become that Toronto has been aptly described as having "gone silk shirt crazy," and the same might be said of the bow-ties, for the two go hand-in-hand.

The broad striped design seems to be most favored in silk shirts, while faintly tinted shades in solid designs are also enjoying a good run. One particularly attractive window contained three arrangements, displaying the effect of a combination of these light shades in a pale pink, blue and fawn combination which, with tie and soft collar to match, composed a specially desirable and cool outfit for the warm weather. Vivid colors were also to the fore, and brilliant stripes to match the striped ties described above were very much in evidence. These shirting designs were mostly confined to stripes of red, green, blue, and white, in stripes of about half an inch in width. Some pretty designs in shirtings of cotton crepe were also displayed in some windows.

Silk Gloves for Warm Weather

There is much speculation as to which elements of feminine attire will next be incorporated among mere man's demands, but one which though hardly new, has apparently found a warm place with the men's wear trade, judging by its popularity, is the use of silk gloves. There has always existed a distinct drawback to the use of kid gloves in warm weather, and with characteristic thoughtfulness, the powers have come forward with a solution which consists of a complete array of designs and shades of good quality silk gloves of a more durable texture than the feminine requirements. Another factor which enters into their popularity is the high price of leather, though the effect of this must be discounted somewhat when we consider the prices which are smilingly paid for silk shirts and some other articles of attire. Suedes and champagnes are the shades chiefly being shown in silk gloves.

"Skeleton" Suits for Summer

Though bearing a nickname which sounds ominous in the extreme, this welcome innovation in clothing wear bids fair to captivate the desires of the younger element, for the "skeleton" suits, consisting of cloth of a light texture and unlined, with the exception of a silk yoke and silk-lined sleeves, are just the thing for warm days. The vest is similarly unlined, and the outfit presents a most desirable substitution for the Palm Beach suits previously popular in warm weather. The suit embraces the up-to-date points such as pinch back and the belt effect, and is particularly welcome owing to its comprising both sufficient lightness of texture desirable for Summer wear, and the appearance of a regular suiting, thus rendering it wearable on all occasions.

Some particularly attractive creations involving this new innovation were be-

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MEN'S WEAR REVIEW

HATS and CAPS

NO RELIEF IN SIGHT FOR HATTERS

Prices Will Continue High—Materials For Both Felts and Straws Getting Harder and Harder to Secure—All Contracts Subject to Cancellation—Die Situation Alone Shows Betterment

AS time passes the situation with regard to hats becomes more and more serious. There can be nothing but higher prices, or lower quality which after all amounts to the same thing. Even should the war cease tomorrow there would be no return to normal conditions.

It may be that some of our readers are facing unfair competition—competition which is misleading the public by stating that hats are for sale at the old prices and in the old qualities. Such competition will have to be met, and with a view to enabling a successful refutation of such wild claims, and to making all our readers more aware of what they may expect when the hat salesman calls, it will be well to run over the situation here. It is a situation similar to that of last month to some extent, but more acute—more disturbing.

Essential Materials Very Scare.

To begin with the supply of many materials needed in hat making is practically exhausted. Such esesntials as fur itself is not always easy to get, and is always away up in price. In fact the delivery of hats next Fall is to a great extent dependent upon contracts which manufacturers have for materials, and which contracts are stamped:—

"Deliveries against this contract are liable to variation or cancellation on the part of the seller, by reason of conditions occasioned by war or other circumstances beyond seller's control."

From this it will be seen that there is no great certainty as regards the future. It is true the die situation has eased up somewhat, as a result of the efforts put forth by U.S.A. manufacturers to improve their product; yet while the die is being received in the quantity wished, and in very good quality, the price paid is exceedingly high compared to the price of before-the-war years.

No Certainty as to Future

But the most serious side to the question is the getting of the fur and the shellac. It seems almost impossible to foretell what the situation will be even a month hence.

As a means of showing exactly how the prices of hats have been advancing it might be well to quote some figures as given by Robert J. Patterson, one of the best authorities in the United States. He is dealing with a cheap hat, and indicates the increased cost of production over a year ago in this way:

Consider This Table

	Former cost per doz.	Present cost per doz.	Advn'd cost per doz.	Advn'd per hat
2 lbs. fur for dozen hats...	$ 2.00	$ 6.50	$4.50	.37 1-2
Sweat leathers	.75	1.75	1.00	.08 1-3
Hat bands	1.20	1.60	.40	.03 1-3
Dyestuffs materials	.12	.60	.48	.04 -
Labor	7.50	9.36	1.86	.15 1-2
	$11.57	$19.81	$8.24	.68 2-3

Here no account is taken of advances for the less important requirements. Moreover, the figures are for a cheap hat, and would be more startling for the higher grades. Again for Canada there is the addition of the 7½c war tax to all these figures—not over the prices of a year ago, but over the figures if taken back to before the war.

Sell a hat to-day at the 1914 or 1915 prices and in the 1914 or 1915 grades! "There ain't no such animal."

The Day of the Straw

But the season is at hand for straws—the few short Canadian weeks in which this line can be handled. There will be a little sorting, of course, but by the end of June probably that will be all over. The wise dealer does not want to run the chance of carrying straws over. Neither does he want a too large stock to clean up by special sales in August.

An Advance Certain

As to the future the situation is similar to that in felts. Only higher prices are in sight. Braids cost more to land from such producing countries as Japan and China, largely because of higher freights, insurance, etc., but also because of the high price of "silver." Then bleaching chemicals, leathers, bands, glues, shellacs, box board, labor and practically all the other factors of production are away up, and are rising steadily. It begins to seem sure that the finished straw hat of 1918 will run from 25 to 35 per cent. higher from the manufacturer.

But hats off to the straw. It is going up, it is true, yet to do it justice it has maintained its price better almost than any other line of wearing apparel. It is hardly to be expected that the buying public will remember this, yet almost certainly the first really hot day will send them out after straws in 1918, despite the high prices which will then obtain, as it sent them out this year, thinking little of the higher prices asked in comparison with before-the-war years.

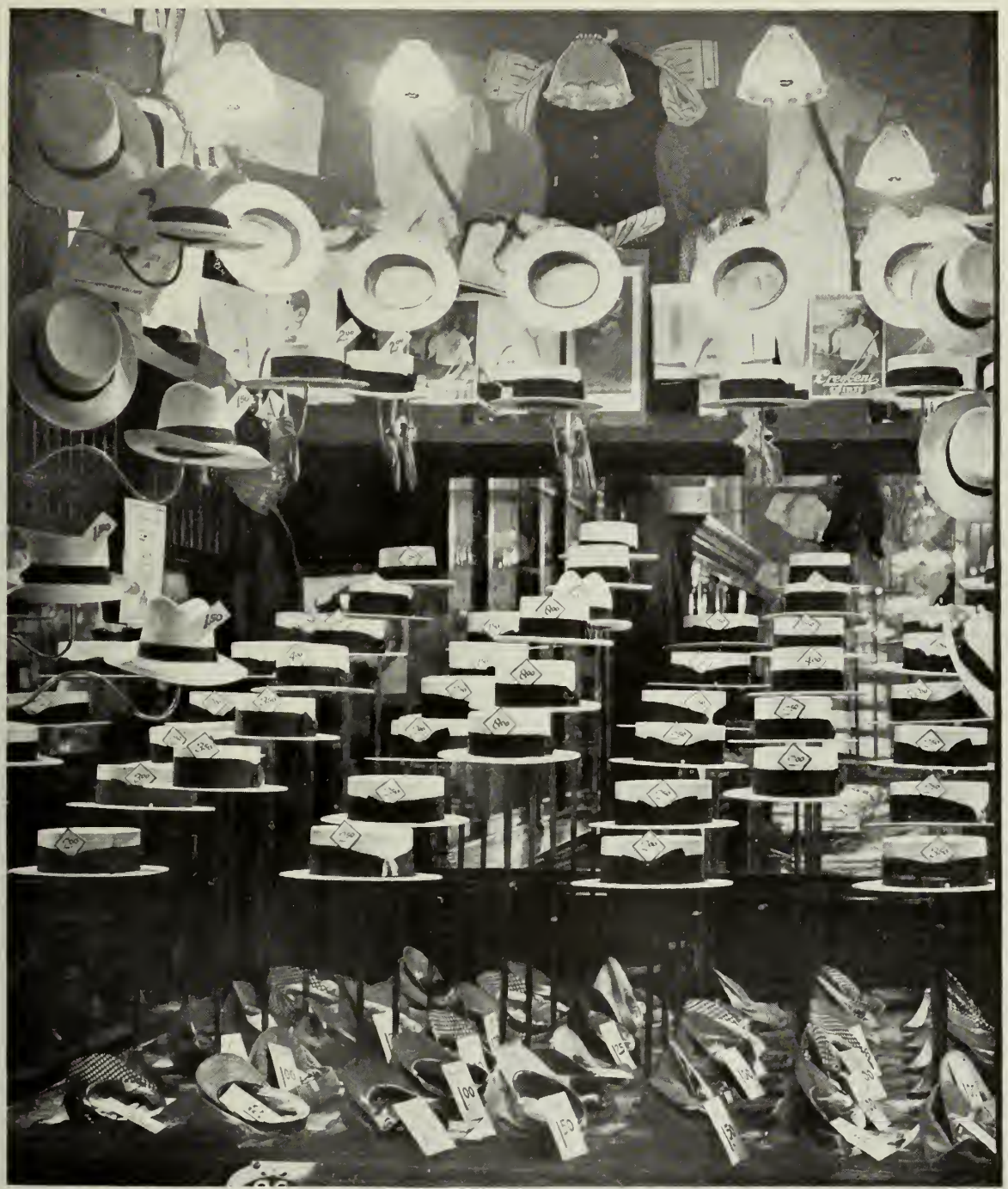
Weather Does Harm.

Unquestionably the cold weather of April and early May has set back the demand for hats. Dealers have found stocks moving slowly and have been loath to add to these. It seems certain however that as a result of this very backwardness in ordering there will be a much bigger sorting business in August and early September than is customary.

Prices in hats have been somewhat upset by the entry of two or three new factories. In some cases these are quoting prices which are exceedingly advantageous — prices which other manufacturers say the goods cannot be made for. If such is the case, however, the matter will straighten itself before long and in the interval the retailer is in a rather fortunate position.

Messrs. Firth Brothers have opened a new clothing store on Dalhousie St., Brantford.

Just a Suggestion



The big drive on straw hats is under way. If the weather is fair, hot—Summery in short—keeping the straw to the fore will result in the most being secured of this short season.

There are suggestions in this trim. It's crammed full—too full, perhaps for art, but it has the sales-pulling qualities, and it is an easy trim to arrange.

MEN'S WEAR REVIEW

SUITS & OVERCOATS

WOOL SHORTAGE BRINGS TALK OF ECONOMY

Will the Vest Go?—U. S. War Demands Makes Situation More Serious—Norfolk Shows Signs of Gaining Favor.

FALL buying is practically over for the season, and the retailer of men's wear is naturally concerned at present in the selling end of his business. At the time of writing there was very distinct anxiety and annoyance caused by the adverse weather conditions experienced throughout the Dominion, weather conditions which retarded Spring selling, and caused some reluctance and uneasiness regarding the matter of future needs.

Wool Shortages Serious

While this may have been but a passing tendency, it was noted in some degree fairly widely, and rather regretted by manufacturers, for the future seems to hold small hopes for any very abundant supplies of garments for some time. There is as a matter of fact, a very noticeable wool shortage which is certain to affect the production of fabrics for some time forward. One manufacturer of men's wear observed that wool which had been purchasable at 70 cents cleaned about a month ago, had advanced to $1.40 in four weeks for the same wool uncleaned. There is little or nothing hopeful to predict at present as to new fabrics, though undoubtedly efforts are being made to produce attractive materials for suits and overcoats. While offerings have been made of materials from the Old Country, there is very little prospect of any considerable importations of wollen stuffs. Salesmen in this line have visited Canada from England, but they have very little to say regarding possibilities of supply because the "Business as Usual" slogan of Britain at the beginning of the war has been to a great extent abandoned. That the wool shortage is really serious now, and that the effects of it will be felt more rather than less by the retailers of Canada before very long, in curtailment of range and variety of garments, and in further advances in prices is one opinion very strongly held.

U. S. War Demand a Factor

The fact that the United States have entered the war definitely has occasioned an unprecedented call for woolen materials in that quarter. Wool for blankets is being called for urgently. Emissaries from America have been going over Canada searching for stocks of material suitable for war purposes, the condition in the United States being similar to that of Great Britain at the commencement of the Great War. This new drain on wool supplies will inevitably be felt in the men's wear business. There will be no interesting new fabrics for a good while it is feared. Conservative and staple goods will be predominant. Even these will be in insufficient supply as compared with pre-war days.

Will The Vest Vanish?

Under these circumstances the possibility of some form of economy of material in the making of men's wear comes forward tentatively. Here, however, comes in the fact that in the manufacture of garments for men the opportunities for such economies are very limited. Women may go gleefully around in much shorter skirts to suit the dictates of Dame Fashion (and incidentally the exigencies of the fabric market), but men must have their clothes more or less containing the same amount of material from year to year. You can't jolly the masculine consumer of garments into wearing a shorter coat, or anything of that sort. There is not in the literal sense such a lot of truth after all in the proverb "You must cut your coat according to your cloth." But possibly the vest or waist coat may vanish in the sacred name of War-Economy. This is really the only direction in which any economy of material at all could be effected in the making of men's suits, and it is a very doubtful economy after all. The saving of cloth would not amount to very much in even thousands of suits, and men accustomed to wearing vests will still want them. It might be that vests in different material from the coat and trousers could be introduced in the name of economy, and even with success, but this is still in the future.

One of the summer suits expected to be big sellers for the little fellow this Summer.

Styles Conservative

Naturally styles continue to be very conservative. No strikingly new idea in men's wear has been coming to the front of late except in the matter of overcoats for the Winter, of which more will be noted further on. There is a very slight tendency noted now towards shortening the skirts of sack coats in men's suits. This is a tendency accountable for perhaps by the fabric situation? The effect is a smart line of coats, briskly built, and business-like, lapels keep conservative, soft rolled, and varied as to the cut of the peak, but not extravagant in design in any direction. There are variations also as to pockets. Patch pockets, and bellows pockets are worn, and the slanted aperture to the pocket is quite frequent. Pants keep to conservative lines, rather "English" in general build, and some have cuffs.

Still The Pinchback Prevails

In men's suits generally the pinchback style is holding on steadily to its vogue,

inclination is to a rather looser fitting pinch-back style, a pinch-back that doesn't pinch the back exactly, but which is modelled in neat pleats two on each side, not coming in too waistily.

With belts most distinctly in style for the Fall, and no doubt for late Fall and Winter, with chances of carrying on until Spring, there has been a hint of the Norfolk style's coming back to favor more strongly. "Quite a few Norfolks are being shown," said the designer of a well-known Montreal men's wear house. The conservative style holds good here also. But the Norfolk coat takes a good deal of extra material, and therefore it can hardly be very widely worn until the woolen situation improves.

In reference to belts of all kinds on all the new coat styles, including the trench coat, the width of the belt is being maintained at about two and a half or two and a quarter inches, and so far nothing unusual is forecast as to belts. Buckles are mostly in gun-metal for the trench coats, and some leather-covered buckles have been shown. On belted sack coats button fastenings are the rule.

Overcoats Mostly "Trench" Style

In Winter overcoats there will be any amount of trench coat showings. These serviceable coats are seemingly on the way to be popular in Canada, and should find appreciative wearers in Winter weather. The belt idea is gaining in acceptance as it spreads in fashion throughout the Dominion. Trench coats in the warmer Winter fabrics are likely to have plenty of vogue.

The question of the trench coat with fur collar is exercising designers and manufacturers for the moment. If there is anything in the idea that what is worn in the United States to-day will be worn in Canada before long, then there will be trench coats with fur collars on the way quite soon. America has given the idea some stamp of approval.

The great furriers of the Continent have been interesting themselves in the matter of the fur collars for men's overcoats, and if the style comes in at all strongly in Canada, manufacturers of men's wear will be heavy purchasers of furs. So far, however, the style has not begun to catch on. It may in the course of a few months. Overcoats not built in the now famous trench style may also be found with the fur collar during the coming Winter, but this is still uncertain.

MEN'S WEAR REVIEW

COLLARS & SHIRTS

SHIRTS GOING HIGHER. HOW ABOUT COLLARS?

Uncertainty as to Adoption of 3 For 50 Price, Though This Seems Necessary—Silk Shirts in Great Demand—High Colors the Thing in Spite of Unsatisfactory Dies.

MORE and more the question of price is coming to be a nightmare with the retailer—and the manufacturer, too, for that matter. What is to happen to collars? What will be the price range for spring, 1918, shirts, upon which the makers are of course now figuring? The tendency is unquestionably higher, but how much higher? This is a question which MEN'S WEAR REVIEW will endeavor to answer here. The answer may not be altogether cheering, but "the truth shall make you free." There's no use dodging the issue. Better far to get ready for the inevitable.

Among makers the feeling appears to be pretty general that a mistake was made when the price of collars was changed from 2 for 25c to 15c each. At that time a number of retailers, especially from Western Canada, urged the advisability of making the retail price 3 for 50c. They contended that this kind of a price would certainly bring purchases of three, whereas the other price would result in many customers departing with only one collar. At that time, however, the advance was made to only 15c, all the collar companies' advertising being changed to impress that price on the minds of collar buyers.

Reasons For Advance

But since this advance was affected there have been many price changes which make the production of a collar much more costly. Cotton is up. Laundrying is up materially. Boxes are up. Labor is up. A higher price indeed would seem absolutely necessary, but what seems necessary, does not always become a fact. However read what one manufacturer has to say on this subject:

"It is a much better policy to maintain the standard of quality and advance the price, rather than reduce the quality in an effort to meet a price of fifteen cents which is really not popular with the retail trade today. The trade would not only not object to a rise in price, but would like to see it, as a three-for-fifty price would be much more popular, and would result in an increased collar business."

The Objections to a Charge

After explaining the inadvisability of changing a price which has been quite generally established in the minds of the buying public, another collar manufacturer says:

"There are many reasons why the price should not be changed again, and it is not likely that it will occur, if it is at all feasible to continue to distribute them to sell at 2 for 30c."

This is the very heart of the matter: **If it is at all feasible to continue to distribute collars at 2 for 30c this will certainly be done.** MEN'S WEAR REVIEW has no authority for saying the following other than a knowledge of the cotton market, and of manufacturing costs generally, but it is our belief that before the end of this year an advance in collars will be decided upon. Moreover we doubt if this would disturb the attitude of collar wearers towards the retailer. Changing prices have become themselves so well advertised, through the daily newspaper stories, that the people's minds have been prepared, and a new advance is accepted as the inevitable—part of the burden of the war.

With collars there is a little uncertainty as to price. With shirts this is not the case. Prices for fall, as every dealer knows, are higher than for the previous season. Prices for the spring will be higher still, from 15 per cent. to 25 per cent. higher in the opinion of one man well qualified to speak.

Some Causes of Advances

"As regards prices—they must be

higher. Raw cotton is at record price, and, in all probability, will be higher. Cotton yarns are scarce even at the price the mills are prepared to pay for them, and grey cotton is practically at a premium.

"From all available sources of information, it is not likely that the cotton acreage will be increased notwithstanding the good prices realized for the product, as the results of mixed farming in the cotton sections where it has been tried, has been proved equally attractive, and not subject to the same likelihood of a loss through the ravages of the boll-weevil. Another difficulty which is facing the cotton farmer, is the shortage of fertilizer which is practically indispensable in producing a paying yield."

Shirt orders for fall are generally reported good—good both as to volume, and as to the style of shirtings purchased. One manufacturer, whose fall line was late, and who had only had it out to the trade for three weeks at the time of speaking to MEN'S WEAR REVIEW had by then been forced to cancel 50 numbers.

From all sides comes the word that it is the better grade of shirt which is in large demand. Crepes are strong. So are silks—these latter being especially wanted for sorting summer orders. It is indeed a class of shirt which is wonderfully suited to the summer trade, and being shown just as this trade is about to commence seems very desirable to merchants who have the opportunity to handle such lines.

Japan Silk More to the Fore

For the next year it would seem certain that a good deal of the silk used will come from Japan—a much larger amount than ever before at least. In the past the Japs have been able to sell only the very high price silks, as there is a law in this island empire which forbids the "helping" of silk in any way. It can not be woven with cotton, can not be weighted. Of late, however, the Japs have been shown the possibility of making the warp of chappe silk, thus materially reducing the price so that shirts of these can be sold at about $48.00 This class of material, however, will not be a very big factor until 1918.

Patterns for spring 1918 will of course be loud—loud in the extreme. Says one manufacturer, when speaking on this subject:

"The more difficult the color situation, the more demand there seems to be for an abundance of it. This is the human element in it; the harder an object is of attainment, the more it is appreciated. Probably this is why a boy will steal his neighbor's apples."

Must Not Expect Too Much

But with things as they are now dealers must not expect the most satisfactory colors.

Some manufacturers, in fact many manufacturers are to-day using what is termed a "commercially fast" die which with reasonable laundry care, is fairly satisfactory, but which, will not stand the laundry abuse that Indanthrine colors will. Indanthrine color, of course, is now about all used up and with the United States at war with Germany, there will be no more Deutschland trips across with German colors. And by the way, it is not generally known, but, the color brought over in the Deutchand was in the dry state, ten times stronger than the ordinary liquid colors.

An effective Shirt and Collar Display— as shown in the W. G. & R. Style Book.

Indanthrine Die Necessary

Up to the present there has been sufficient Indianthrine color to make woven goods, for the making of which it is of course essential, since the cloth, after being woven, has to stand a severe bleach to bring it to the proper white. With colors which were not absolutely fast this could not be done. The supply of these dies is very low, yet it is probable they will be so husbanded as to make them available in reasonable quantities for a considerable time yet.

WHAT IS BEING SHOWN IN TORONTO

(Continued from page 39)

ing shown at one store, and consisted of light weight Donegal homespuns and tweeds. A wide range of shades to suit all requirements from the most conservative to the most glaring, were being shown, and were received with great favor.

The main demand for Spring overcoats is quickly passing, but what demand exists specially favors the trench effect, which was popular during the earlier months. A strong showing of suits embracing the double-breasted effect, is also noticeable, and their popularity bids fair to give them a strong run in the newer creations. In the Palm Beach suits, which always carry appeal to a certain element, pinch back effects are predominant, with fancy shades and designs most in evidence.

Meeting New Army Demands

To meet the demands of the military requirements which are expected to take on a slightly different aspect owing to recent developments, men's wear dealers are not planning to stock heavily in all lines, but expect the demand will be restricted chiefly to light requirements, such as khaki handkerchiefs, socks, and collars. This situation is based on the tendency to believe that the demands of the new army will not be so extensive in the way of incidentals as has marked the raising of troops in the past.

MEN'S WEAR REVIEW

NECKWEAR

RAW SILK BECOMES MUCH SCARCER

Use of This in Explosives is Greatly Reducing Visible Supply — Problems of the Manufacturer—Greater Scarcity in Prices Noted.

THINGS have been a little quiet as far as neckwear is concerned. The cold weather has been largely responsible, but there is no doubt that the pronouncement of the government regarding the intention to bring in conscription has been partially responsible for the quietness. It is not so much the thought of conscription which has been upsetting, as the lack of any definite information as to what exact class will be affected—so a certain amount of trade has been lost from all.

The general situation with regard to neckwear is not becoming any easier. Canadian manufacturers have, for years, been getting the majority of their silk from Switzerland. Now deliveries from there have been delayed greatly, by reason of the scarcity of bottoms, and the steps being taken to have these carry only goods which are essential to the success of the Allies. Nor is it easy to get from the United States sufficient silk to offset the reduced quantity being received from Europe.

Ties Will Be Available

Such is the general state of affairs, yet there does not appear any reason to fear a serious interference with the output of Canadian manufacturers. The difficulties mentioned above, and others like them, are simply the problems which they are facing as a result of the war. A solution is being found to such problems every day, and while prices seem certain to tend upward there will unquestionably be a fine range of ties from which purchases may be selected this fall.

The present would seem a wonderful time for United States manufacturers of silk to get a stronger hold on the Canadian market. Something to this end is being accomplished, but because of the large demand for tie silks coming from neckwear manufacturers in the States itself, and because of the difficulty U.S.A. silk manufacturers are having in securing the raw silk, the opportunity to get a larger hold on the Canadian market can hardly be grasped.

Raw Silks Grow Scarcer

The scarcity of raw material is explained by what a Toronto neckwear man saw when in the West recently—a whole train load of raw silk being drawn across Canada from West to East. Enquiries by the neckwear man resulted in his securing the information that this silk was going to be made up into explosives.

The war has brought many changes. What formerly was considered satisfactory has been proved dangerous. So it has been with gun cotton. Its great explosiveness resulted in many accidents, and as a result raw silk has been largely substituted. The consumption of this product has naturally been enormous, therefore, and when it is remembered that the cultivation of the silk worm has been interfered with to a large extent by reason of Italy and the other silk worm countries being engaged in war business, it can be seen that the problem of getting the raw silk from which the ties are made is a serious one at present.

A Summer of Extremes

Jap silks are still coming in—are in a good measure responsible for the loud colors and startling designs which have proved so popular, and which still rule favorite. While it is true that these bright silks are yet very much to the fore, there now begins to be evidenced a tendency toward quieter colors. In short it would seem that this Summer will be a Summer of extremes. There will be bright gaudy ties, for those who like them. There will be quiet, dignified, ties for those who do not like the startling, but there will not be so many patterns which might be classified as coming between the two extremes.

Saneness in Prices

In prices there has come a change

Paisley Pattern Reefer with hand-knotted fringe. Shown by Tooke Bros., Montreal.

along sane lines. Consider for instance one line of ties made from a fine silk and sold to the retailer at $9.00. This is being generally retailed at $1.25 per tie. Dealers who have been asking this price state that they have not had any serious difficulty in getting the figure. Some say no difficulty at all. At such a

A Taffeta Tie with Jacquard pattern running over all the fabric, and an extra shute color run into the cross bar. This one is in delicate gray, almost a taupe, with red cross bar. Shown by Tooke Bros., Montreal.

price, of course, there is a fair margin of profit, which there would not be were the tie sold at $1.00.

Another change noted is a turning away from the pretense that ties are to be had at the same price as before the war, and in the same quality. Dealers are almost unanimous now in stating frankly that there has been an advance, that they must ask more or give less. Except as a special inducement, when the old values may really be given at the old price, the ties are being sold on a new, since-the-war basis.

Watch for This

By the way something a little novel has been introduced in the way of a tie sale. The story of this will be told in our July Issue.

CHAMPION SALESMAN WORKS FOR THE BABIES

THE following paragraphs from the Detroit *News*, dealing with the money-raising propensities of A. E. Larned, president of Larned. Carter & Co., Detroit and Sarnia, will be of interest to all who in these days of need have taken part in schemes to gather the reluctant dollar for philanthropic uses.

Says the *News*:

Who is Detroit's most scientific salesman?

Put the question to a representative group of business men and the answer is the same—Abner E. Larned.

Mr. Larned is unquestionably the most potential selling power in the city. He has demonstrated it on divers occasions. Last week he created his own organization and sold more than $350,000 worth of bonds representing Belgian babies, scraps of paper that, though they were large in sentiment, represent absolutely nothing in money. In less than two hours he sold $125,000 worth of those bonds at a dinner in the Hotel Pontchartrain.

* * *

Abner E. Larned sells intangible things. He sells a bit of sentiment, an appeal to civic pride. He makes ideas yield harvests of gold. If it should ever happen that Mr. Larned decided to make a personal canvass of his friends to sell the product of his own factories there is no question but that many of our leading citizens would be walking abroad in overalls. Happily for the sartorial salvation of all of us, Mr. Larned has little time for his own affairs. He can't be bothered with obvious things. His is an altruistic soul and so his selling genius is diverted from his own private business to the public weal.

* * *

Mr. Larned has a simple recipe for making hundreds of thousands of dollars grow where none had existed before. He arranges a dinner. His theory is that if you drop a $5 banquet into the mouth of Mr. Local Millionaire, it expands not only his embonpoint, but his cheque book as well. One such dinner in the case of the Belgian babies produced $12,000 from each of three different sources.

But it isn't fair to our expert salesman and it isn't fair to our generous citizenry, either, to give all the credit to the chef. You've got to credit a good percentage to impulse and then again, you've got to remember that the impulse must be inspired. Detroiters are not so crassly material that a good dinner alone acts as a tonic on their pocketbooks. There must be something else and that brings us back to the subject of these few remarks.

Abner E. Larned is an orator. He is the original silvery-tongued son of Grosse Pointe shores. Words flow right out without any effort of his part. It is recorded that Hugh Chalmers and others once tried futilely to prevent him from making a speech. It was at the Detroit club. Mr. Chalmers and confreres had just presented Mr. Larned with a magnificent punch bowl in recognition of his services in selling enough bonds in one hour and a half to build the Detroit Athletic Club. Mr. Larned arose in his gracious manner to reply. The chairman of the evening pressed a button that signaled a brass band stationed in the hall outside. Immediately all the blatant noises of which a brass band is capable were released. But the plot failed. The speaker's voice rose triumphant to the occasion. The band was drowned in a flood of oratory.

JOHN FORSYTH ILLUSTRATIONS

Through an error credit was not given for the illustrations with which the article upon the making of Summer Underwear in the May issue was brightened. These were kindly loaned by the John Forsyth Company of Kitchener, and were of their Waterloo underwear factory.

TRAVELLER'S SHOP ON TRAINS

There is no longer any need for the worried travelling man to remark: "I left home in such a hurry and forgot my collar button and cuff links," or any other of the extensive paraphernalia worn by the modern male species, for one accommodating railway company at least, the C.N.R., has had sufficient foresight to establish a traveller's shop operated by the porter. In this shop is carried all articles the traveller is likely to forget or overlook, or might wish to purchase as an after thought.

COPYRIGHT LAWS

Costs $40 for General and $35 for Specific—Some Regulations As to Choice of Marks.

IN connection with the subject of trademarks, a few points upon the trademark as a feature for a copyright or registration system will be in order.

By recent status a trade mark must consist of or contain at least one of the following essential particulars:

1. A name of an individual or firm printed, impressed or woven in some particular and distinctive manner.
2. A written signature or copy of a written signature of the individual or firm applying for registration thereof as a trade mark.
3. A distinctive device, mark, brand, heading, label or ticket.
4. An invented word or words.
5. A word or words having no reference to the quality of the goods, and not being a geographical name.

So far as legal action is concerned, none can be brought for the infringement of an unregistered trade mark. For an ordinary infringement the remedy consists in damages and an injunction. Fraudulent infringement however, is a criminal offence, punishable by fine and imprisonment, and carries with it the forfeiture of the goods.

Registration Costs $40 or $35

So far as the registration of a trade mark at Ottawa is concerned, there are two kinds of registration or copyright, a "special" and a "general." The former gives a person the right to a brand name for a specific line or lines of goods but this right does not extend beyond this. A general trade mark issued to a firm prevents any other firm using the brand for any article of manufacture even if this particular line is not made by the firm to whom the copyright has been issued. The general trade mark is therefore a sort of "blanket" right. The cost of registering these through a patent attorney is $35 for a specific, and $40 for a general.

DENT'S GLOVES

THE "D" on the glove domes of the world-known firm of Dent Allcroft & Co., has been familiar to the trade for over two hundred years, and as a distinctive mark has a reputation which is favorably regarded far and wide, so that the firm's other great distinctive brand, "Hand in Glove with the World," is usually associated instinctively with the initial on the glove domes. The value of such a long established trade mark is undoubted.

KITCHENER MANUFACTURERS' ASSOCIATION

Banquet Tendered at Which Mr. Rieder, New President of the Canadian Consolidated Rubber Co., Makes Some Fine Points Regarding the Establishment of Factories—The Value of Trade Marks Told by R. W. Ashcroft.

IT was fitting that the newly organized Kitchener Manufacturers' Association should have held its first banquet in honor of T. H. Rieder, a man who for years has been working along lines which are to be followed by the new, but vigorous organization—working in short for the advancement of this remarkably virile city.

T. H. Rieder, as many of our readers will know, has recently been appointed

S. Williams, whose apt anecdotes as chairman, did a great deal to make the banquet the splendid success it was.

to the presidency of the Canadian Consolidated Rubber Company, a $20,000,000 corporation, attaining this position while still on the sunny side of 40. It has been said that a prophet is not without honor save in his own country. Then Mr. Rieder cannot be a prophet, but merely a remarkable business man, for recently his fellow manufacturers of Kitchener, and many other citizens, did him unusual honor. Over 200 were present at the banquet, and all the speakers called upon by the chairman, S. Williams, paid their tribute to Mr. Rieder, not only as a business man, but as a citizen. Finally Mr. Williams presented Mr. Rieder with a huge key, "not," as he said, "the key to the city. Not the key to success, that Mr. Rieder had already found, but the key to the hearts of all members of the K. M. A."

Mr Rieder seemed to forget for the time all about the Rubber Company and himself, and spoke of Kitchener, to date, his home city. There was need, he pointed out, for preparation for after-the-war conditions, and the best preparation, he believed, would be for the community to invest heavily in its educational institutions. This would assist the Empire in the great commercial and industrial struggle which is to come. "I feel" he stated, "that the time is coming when industries will not go to a place because of bonuses, tax exemptions, etc. If you have the educational advantages, industries will seek you. If you properly educate your young people, industries will spring up from within, which is better than having them come in from outside."

The address of R. W. Ashcroft, of New York, formerly advertising manager of the Canadian Consolidated Rubber Company, now occupying a like position for the United States Rubber Company, bore on the subject of trade marks.

"The first trade mark," he said, "was put on goods for identification purposes. Since then trade marks—whether they be words, symbols, or combination of letters—have become pride marks, the manufacturers' statement that 'I am proud of these goods; use then and you will swear by them.'"

Mr. Ashcroft quoted the remark made by the head of the company which turns out Uneeda biscuits: "We would not consider the sale of this trade mark for less than the total capital of the company. Our factories may burn down, and we can rebuild them; but take away the trade mark, Uneeda, and we have nothing much left."

"Our present problem," stated Mr. Ashcroft, "is one of production. We have more orders than we need,' So some of us say: 'What's the use of soliciting business?' But the wiser ones among us are more far-sighted. We see the opportunity—the opportunity to so establish our goods in the minds of the buyers, that when others come in the sales of our lines will be undisturbed.

"The trade mark is business life insurance.

"Advertising that trade mark is paying the premium on that insurance."

Splendid addresses were also given by Rev. C. A. Sykes, E. C. Kabel, and Jas. Acton, while the singing, under the leadership of H. Nyberg, was a feature of the evening.

Medicine Hat, Alta.—W. H. Todd, who has conducted a gent's furnishings store for the past three years, is opening a branch store at Redcliff. He will have the agency for Fashion Craft clothing and will carry a complete stock of men's clothing and furnishings of all kinds.

T. H. Rieder—honored in "his own home town," where honors mean most.

MEN'S WEAR REVIEW

MARKET REPORTS

THE MARKETS AT A GLANCE

WHILE the price movements in men's wear lines during the month have not been as numerous as in recent like periods, the undertone to the entire market is one of firmness. Clothing manufacturers report that quotations on cloth for Spring delivery, 1918, are considerably higher, and that much dearer clothing must come when these higher-priced materials are reached. Deliveries of cloths from Canadian mills are reported gratifying and the value as compared with imported lines intrinsically better. Business for Fall delivery of clothing has been very good.

Shirts and collars held steady in price during the month with good Fall booking of orders reported. It is anticipated that higher prices will prevail as soon as the present booking season is completed.

One line of English felt hats advanced during the month, but prices of Canadian hats in some instances were lower owing to developments that have recently taken place in a manufacturing way. A good demand for tweed hats for Fall is reported.

New developments in the neckwear situation are tentative rather than actual. A commission from the Swiss Government is conferring with the British Government during the third week in May over the matter of prohibition of silks from the British Isles. If this takes place the Swiss silks will not come into this market at all freely. In the United States the new duty of 10 per cent. on raw silk will affect the price of manufactured goods coming from that quarter.

Advances in underwear for sorting orders have been recorded during the month and there has been a generally higher tendency on shoes and rubbers during the month.

Gloves are in very firm market. A factory for the manufacture of cotton and silk gloves has recently been established at London, Ont.

Overalls were in quieter demand during the month, owing to the recent heavy orders that were booked on the advancing market. Prices remained unchanged in these lines, but the cloth for overalls advanced on manufacturers' quotations.

UNDERWEAR

No Chance of Getting Any Sorting Orders for Summer Delivery—Only Thing Available Is in Cotton Underwear for Fall.

UNDERWEAR. — As announced in these columns in our last issue the projected columns of 10 per cent. on sorting orders for delivery on underwear in the Fall of this year has taken place. Mills are practically all booked up on orders for Summer goods and cannot even take further sorting orders. The nearest delivery that can be secured is Fall of this year. In woolen underwear the Canadian mills are almost entirely sold up for the present year. The situation in underwear is one of extreme tightness. In the United States there are very strong indications that higher prices will prevail there owing to the imposition of a 10 per cent. tax on raw silk and wool. This will mean that an advance of fully that amount will be entailed in the manufactured articles. Any American underwear that comes into the Canadian market will henceforth have to bear their share of this increased cost. Cotton underwear that comes into Canada from the United States is in an acute position. Agents and mills who are now figuring on Spring 1918 production state they are appalled by the prices asked for cotton yarns. An instance of the way the cotton yarn market is advancing might be shown in the case of an American underwear manufacturer who was quoted a price of 46c per pound for a fine count cotton yarn used in ordinary underwear and was given twenty-four hours in which to place the order. The mill in question refused to meet the figure, intending to hold off a little longer. At the end of the waiting period the spinner quoted 47c and gave the manufacturer the option of placing the order within forty-eight hours at that price. At the expiration of that period it was advanced to 48c and during the second week in May the same count yarn had advanced to 51c. This yarn formerly sold in normal times at 19c per pound.

BOOTS AND SHOES

Movement Steadily Upward During Month—Placing Orders for Fall Delivery on Rubbers Very Heavy.

SHOES, RUBBERS.—There has been a steadily upward movement in the price of shoes during the past month, the increase amounting to approximately 10 per cent. as announced by one of the large wholesale houses. Each time the wholesale is compelled to go into the market for additional stocks he finds that higher prices prevail from the manufacturers. There is no immediate shortage of shoes in sight, however, as wholesalers state they can get the goods if they are prepared to pay the prices quoted by the manufacturers. At times there is uncertainty as to whether the trade will pay the higher prices but the insistent demand in time dispels the idea that the higher prices are likely to shut off consumption. Orders on lines for Fall delivery have been good, particularly from Ontario points. The top of the market has not been reached by any means as yet. With the United States in the war there is a bigger demand for leather than ever. Leather supplies are being used up at an enormous rate, faster in fact than it is being produced, as the production of hides of the Argentine for the coming year has been sold to Great Britain before they are off the backs of the animals.

Rubbers Advance Again

Time for the forward booking of rubbers at the reduced prices announced at the time the travelers were started on the road with the Fall lines has been withdrawn and higher prices have been put into effect. An increase of 5 per cent. on the recent price has been made effective dating from May 5. At the time the Spring prices were announced for forward booking a decrease of approximately 2 per cent. was made. With the announcement of the recent advance new prices accordingly show a clear gain of 3 per cent. over prices given out by rubber companies in February. Bookings have been exceptionally good on rubbers, the heaviest in fact that wholesalers have yet experienced on future delivery orders.

GLOVES

Cotton and Silk Gloves Becoming More Popular—Owing to Difficulty in Getting Leather.

GLOVES.—A development in the glove industry in Canada within recent months has been the establishment at London, Ont., of a branch of an American manufacturing concern where cotton and silk gloves for men are being manufactured. The company first started the manufacture of women's lines but have recently been developing the manufacture of men's lines. The factory has been in operation in Canada now for six months. These gloves are known under various names as chamoisette, chamois suede, fabrichant. On the women's lines of these gloves the factory is sold up for the present year. The gloves for men are now being manufactured at an attractive price, going to the retail trade around $9 per dozen which would make the retail price somewhere in the neighborhood of $1.-1.25 per pair. Silk gloves for men manufactured by the same concern will go to the retail trade at a price that would enabled them to retail at $1.50 per pair. These lines in silk and wool are stated to be suitable for Spring and Fall wear.

The market for leather gloves is still in a very firm position. One concern with a well-known make of glove stated they were seriously considering withdrawing their line entirely owing to the difficulty of obtaining leather supplies. The lowest price on their tan capes for Fall where anv quotations have been made will be $18 per dozen. Quotations on the general line of gloves remained unchanged during the month, with a good demand reported even in spite of the high prices. One line of horsehide teamsters' mitts recorded as advance of $6 per dozen on the best grades, making the selling price of this particular line now $33 per dozen.

	Per dozen	
Split cowhide working gloves	$ 9 00	$13 50
Buckskin gauntlets	15 00	27 00
Buckskin moccasins	13 50	19 50
Horsehide teamsters' mitts	12 00	33 00
Grey suede gloves	21 00	27 00
Ivory capes	22 50	27 00
Tan capes	22 50	27 00
Automobile gauntlets	37 00	48 00

OVERALLS

Demand for Overalls Quieter Owing to Heavy Orders Placed At Time of Advancing Market.

OVERALLS.—Advances in overall materials of from ½c to 1c per yard were announced by the cloth manufacturers during the month as the result of the heavier demand for khaki cloth in the United States. The raw cotton market held very steady and firm during the month and this coupled with the demand for cloth for army purposes has made a firm position for cloth. Prices of overalls in the local market held steady at $19.50 per dozen for one concern, $17.50 to $19 for another concern and at $16.50 per dozen for a grey line of overalls. For a time there was an embargo on this latter cloth coming in from the United States owing to the need for cloth for the United States forces, but this has now been lifted. Manufacturers are fairly well protected in their supplies of this cloth for the next few months.

Women's lines of overalls are meeting with a good reception but manufacturers anticipate that it will take a little time to develop this trade. Results so far have been quite gratifying.

CLOTHING

Intrinsic Value of Canadian Cloths Stated to Be Superior to Imported Lines—Fall Trade Gratifying

CLOTHING.—Manufacturers of clothing are much pleased with the way they are now getting deliveries of cloth from Canadian mills. The Canadian cloth manufacturers are developing their industry to such an extent that they are able to push through larger quantities and keep more nearly abreast with orders. Already some of the goods for Fall use have been delivered to the clothing manufacturers. Canadian cloth manufacturers have not been able to take all the business that has been offered to them as their goods have been very popular and they have had no trouble in selling. Cloth manufacturers have used discretion in taking orders for cloth and have cut down orders in some instances that seemed beyond their capacity to fill. Clothing manufacturers show no reserve in their praise of the Canadian-made goods, asserting that there is intrinsically better value in home-produced cloth than there is in imported lines. This is true because the Canadian manufacturers have been able to change their styles and introduce some new lines while the imported cloths have remained unchanged in style.

Fall Business Good

Travelers for the wholesale clothing houses have now been on the road for some weeks and reports of business that is being booked are most gratifying. The volume of business is reported slightly ahead of last Fall's orders. Up to the present time, or during the first four months of the year, the decrease in special suitings is reported to be about 10 per cent. under the same period for last year, according to some of the manufacturers. This is accounted for by the fact that there were a large number of officers' uniforms being made last year while there has been a noticeable absence of this work during the first part of the present year. However, partly as a compensation for this loss the orders on special suitings for civilians has been a little better than last year. Clothing manufacturers are also anticipating that there will be a good sorting business on Fall lines. They give as their reason for this that the number of suits involved in an order that could previously have been bought for a certain sum is necessarily smaller this year on account of the higher prices. While the amount of their order may not be increased in the same proportion that the clothing cost has increased the number of suits placed on order by the retailers naturally is smaller. When the orders for these extra suits begin to come in, there will be activity in the sorting business.

English Cloths Mounting

There is a continued tendency toward higher prices in clothing due to the prospect of still higher prices in cloths. One line which was formerly used extensively in the tailor's trade and which in pre-war times sold at 5s. 6d. is quoted at 10s. 6d. for Fall delivery of this year. And those closely in touch with the situation state that this same cloth is bound to be 13s. a yard, where delivery for spring of next year is specified. This is but an indication of the general trend in prices in almost all lines of cloth. Some of the lower-priced lines will in all probability advance in even greater proportion. The reason given for this proportionately higher advance in the lower grades is the fact that the countries in the Balkans from which large supplies of rags formerly came for shoddy purposes are no longer supplying these rags. True, Great Britain and France are reclaiming large quantities of old clothing but the difficulty of transportation from the Eastern countries makes it impossible to utilize this source of old materials. Wool that is shipped to these countries in the form of clothing for allied fighting nations is entirely lost. It is pointed out that the consumption of wool is greater than the production at the present time and that clothing of all kinds is bound to be high even when the war ends. Some of the big department stores are stated to have bought considerable quantities of clothing and are keeping them against the time when there will be a greater scarcity than now prevails. They are supplying their present needs from the wholesalers' stocks and reserving other purchases for future needs.

SHIRTINGS

Manufacturers Anticipate Will Be Big Advance in Shirts as Soon as Bookings for Fall Completed

SHIRTS, COLLARS. — Booking orders on shirts for Fall delivery have been heavier in most cases than was expected at the opening of the booking season about April 1. They are reported equally good with last year's bookings and at that time orders were good because Spring and Fall bookings were in many instances made at the same time in anticipation that higher prices might prevail. There has also been some placing for Fall as well as Spring. It is anticipated that as soon as the present booking season is over higher prices

will prevail on most lines of shirts. One representative of a shirt concern gave it as his opinion that the lowest line will be $12 when the price is increased. The lowest line now being sold by manufacturers in most instances is $10.50 per dozen. Collars have held steady in price during the month, there being no disposition so far as can be judged to increase the prices immediately at any rate.

HATS AND CAPS

Big Orders for Felt Hats by United States Government Will Take Up Large Quantities of Fur—Makes Situation More Acute.

HATS, CAPS.—Wholesalers report that the run on tweed hats for Fall delivery has been exceptionally good this year, a growing demand for these hats having been noted. One of the reasons given is their comparative cheapness in price as against felt hats, the range being from $12 per dozen up. These hats retail around $2 each. The demand is reported about twice as heavy for these tweed hats as that prevailing last year.

A more acute situation has developed in the market for rabbit fur, used extensively in felt manufacture, owing to the placing of orders by the United States for use of their armies. The head dress of the United States troops as most people know is a soft felt hat, cowboy style. Such a large order as this would take at least 300,000 pounds of rabbit fur from existing supplies and make the situation already acute still more so. During the time intervening since last issue an increase of $3 per dozen has been announced in one of the English makes of hats that come into this market. Canadian makes of hats have not advanced during the month, on the contrary lower prices were being quoted in some quarters, the range being all the way from $16.50 per dozen up. As intimated in these columns last month no less than two new hat concerns are into the Canadian field with the prospect of a third. Lower prices are being quoted by some of these concerns owing to their ability, it was stated, to bring the raw materials in under a 7½ per cent. war tax as compared with 42½ per cent. duty on the shapes.

Some wholesalers are in good shape with respect to deliveries of their Spring shipments as they expect to be entirely delivered by the end of May. Other wholesalers are not in quite so fortunate a position. There has been a steady demand for caps of all kinds and prices have held steady.

NECKWEAR

Uncertain Yet as to Whether Swiss Will Be Excluded from British Markets —Negotiations Now Going On

NECKWEAR.—The announcement by the United States that all imports would carry a duty of 10 per cent. henceforth to defray in part the expenses of the war will eventually have an effect on certain classes of neckwear silk coming into the Canadian market. Silk dealers compute that an increase of 10 per cent. in the raw silk market would represent an advance of 5 per cent. on the finished product. There are considerable quantities of American neckwear silk coming into this market, with the probability that they will increase if the situation in Switzerland does not improve. Deliveries from Switzerland have been very low. Furthermore, there is uncertainty yet as to whether Swiss silks will be allowed to enter the British market. According to the mandates of the recent prohibitive list silk was one of the banned articles. The closing out of this commodity from the British market entirely was viewed with alarm by Swiss silk manufacturers as such a prohibition would really necessitate the closing of the Swiss mills. The matter has been left in abeyance since that time but negotiations were arranged to take place in the week beginning May 14. The outcome of these deliberations between representatives of the Swiss government and the British Government is awaited with a great deal of interest. During the month quietness has reigned in Swiss silk so far as price movements are concerned.

Some new lines of neckwear silk are being shown on the market that come in from the United States. They are known as floriswah silks and comprise all kinds of fantastic figures and colorings. Chinese scrolls, Persian effects, sport stripes, blocks. These colorings are in keeping with the brighter array of silks being worn by women in their Summer dresses. They are a line that will retail around $1.50 and give promise of being taken up by the trade as a repeat order has been placed since showing them for the first time about a month ago.

HOSIERY

Demand Has Been Heavy With Certain American Concerns and They Feel Compelled to Restrict Bookings.

HOSIERY.—Booking business for hosiery lines has been exceptionally good as reported by some concerns with American and Canadian connections. One American concern formerly in the market with wool, cotton and silk hose is no longer taking orders for woolen hosiery. They are accepting orders for silk, however, and also on cotton hosiery. Orders for delivery in the Fall of this year have been heavy, so much so that manufacturers have been compelled to restrict the opening of new accounts. Accordingly within the past six weeks one concern at least has not been looking for any further new business and is not opening new accounts on any lines of hosiery whatever. There has bees a gradual tendency toward higher prices. Wholesalers will start their travelers on the road during June with samples of lines obtainable for delivery in the Spring of 1918. It is anticipated prices then will be fully 10 per cent. higher than those now prevailing.

FASHIONS NOT BEING OVERLOOKED—HUGE DEMAND FOR UNIFORMS

(Continued from page 29)

But the most of us, you will urge, do not don such garb to go about the ordinary duties of life. Therefore, what is there novel in things that more directly interest you?

Well, consider shirts, for instance. There is quite a marked tendency toward solid colors. In any well dressed crowd you will meet on the Avenue, there will be a very fair percentage of shirts of solid color. Blues, pinks and browns are perhaps the favorite colors though, of course, there are many shades and variations of these. If you do not fancy this particular taste there is another very much in vogue, that is the shirt with the very wide stripe. The tendency too, is to have collars of the same material as the shirt. I would not say that this fashion is generally adopted. But if you should have a fancy for this sort of thing you might indulge it with the confident feeling that you were amongst the most correct.

In collar the general tendency is toward the lower variety or the medium height with very wide space. While the soft collar is much in evidence in the shop windows and will more than likely occupy a very front place in the scheme of things when we actually get into the warmer months.

In hats, well, we have spoken of the Derby so let us say a word for another popular variety. The leghorn with a puggarree band is very popular, and for all the increasing popularity of the Derby, there is no present indication that it will supplant the soft hat, except for the more formal occasions. In straw hats the sailor with the serrated edge has somewhat the edge of public favor.

WOMEN'S OVERALLS CONTINUE TO GAIN FRIENDS

(Continued from page 35)

hesitancy in saying that women's overalls are here to stay, and the sale is going to increase, and they are going to replace, to a large extent, the old-fashioned bungalow apron that is used so much in the home and in the factories.

"There will be communities, perhaps, in which the woman's overall will not sell very largely. But more communities will show a demand. See the pictures of munition workers in the Sunday papers—lots of overalls there, ain't there? And remember many of those girls are of the class who set the styles. They won't give up the overall after the war. No. Instead, their friends will take it up.

"In short, this looks like a line to be reckoned with. We give it some attention, because it is from adopting such lines—where they are suited—that losses, inevitable as a result of the war, may be offset."

UNCERTAINTY *re* CONSCRIPTION DOES HARM. LET DEFINITE POLICY BE MADE KNOWN WITHOUT DELAY

FOR the past week serious-minded men have been considering conscription, the coming of which extreme measure the Government of Canada has announced.

As we go to press there is nothing definitely known of the plan the Government has in contemplation—nothing definite as to its clauses or even as to the attitude which the Opposition will take toward the measure.

This much is known, however—that the proposal in its present indefinite form is doing hurt to trade, and especially to the men's wear trade.

Let the Government, therefore, put this proposal on the hard footing of fact as soon as possible. When what is meant by conscription is definitely known, there will come a steadying of people's nerves, and a quiet facing of the situation. A full, frank authoritative statement will be the best tonic the men's wear trade could have at the present time.

Coming on the heels of perhaps the coldest, most miserably unseasonable May Canada has had in years, the forecast of conscription had an exceedingly depressing effect upon the men's wear trade. Many young men, who had put off their purchases because of the cold weather, felt that they might well put them off indefinitely, on the ground that they might be called upon to wear khaki before many weeks passed, and that, in view of this possibility, it behooved them to keep all their assets in as liquid a form as possible.

The situation may be made plain by quoting figures. There are, it has been estimated, over 100,000 men in the Toronto Military district who might be affected by conscription. Now, according to the forecasts of those who may or may not know, only some 17,000 men will be taken from this district. Yet who will the 17,000 be? At present the whole 100,000 are somewhat upset—cool enough, doubtless ready enough, the majority of them, but uncertain, and by reason of their very uncertainty certain that they should put off any purchases.

The effect of such a feeling is already evident. Some dealers, getting perhaps what the soldiers call "a case of nerves," have canceled their orders. Early sales were bad, as a result of the weather. Then came the effect talk of conscription had on an important class of customers. No wonder some canceled orders, or asked to have deliveries delayed.

It is very certain the tendency to stop buying on the part of young men will not last long—at least in the majority of cases. Soon it will be seen that only a certain class will be affected by conscription for many months at least—that it will, perhaps, be September before any will be called out; yet every day of the present uncertainty, every day that young men are kept from buying by reason of any unnatural factor, is working great harm to the men's wear trade, and of course to trade as a whole.

Let the Government, therefore, make its plans known in as definite form as possible as soon as possible. Then the minds of those most closely affected will be prepared. Then those not to go for some months at least will settle down.

Let all the knowledge available be given to all the people at the very earliest moment. Thus will the upsetting in trade be reduced to a minimum. None want to put their personal interests ahead of the country's at this time. But none wish to suffer needlessly. The war has already worked its hardship on the men's wear trade. Through the difficult early stages the business came into days of fullness. If necessary, the trade would again be willing to pass through such days of trial; but *with men generally so lucratively employed such a state of affairs is not to be thought of, if the full truth be known.* The going of 100,000 more men into khaki will mean a loss, but not as serious a loss as many might think. *But to have well nigh a million men fearing that they may be of the hundred thousand, is indeed serious.*

Let the information on conscription be fully and speedily given.

SOMETHING NEW FOR THE CARDWRITER

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

THE main feature of this new card-writing series is to give the card-writer, experienced or inexperienced, new types of letter formations, and, while these lessons are of an advanced nature, we are endeavoring to make them as beneficial to the beginner as possible. The formations of these alphabets are new to all readers, but with diligent practice can be formed just as readily as the simpler ones of last year's lessons.

The construction of these alphabets is of the most practical nature, one stroke of the pen or brush being all that is necessary for their formation, and they are of the most readable and artistic types.

The chart of this lesson shows one of the most practical types for a good class of show card, though, of course, this formation is not to be used for sale purposes when a plainer formation is required.

The alphabet has no particular name, but is partly script and partly an italicized Roman alphabet. This will be noticed by a close study of the chart.

Before starting to practise this letter formation, one should study it thoroughly. There are many features and characteristics which appear and reappear throughout the whole alphabet, and when these have been recognized and carefully studied, it will assist one materially in the execution of the lesson. One feature of this alphabet which appears throughout the whole series is the upturned points of the lower ends of the down strokes (note the chart). This is really the feature of the alphabet, and is one which adds quiet speed to its execution, as it eliminates the finishing off of the ends of a stroke that is brought down even with the guide line. Another notable feature is that many of the strokes commence pointed, instead of a heavy brush width, as in the previous alphabet. This also adds great speed to the work.

Practice Work

In order that the best results may be attained, it is desirous that tools and colors be in the best of condition. Here is a little review that will probably assist the cardwriter and also be of great value to the beginner.

Cardwriters' black, or color of any kind, is inclined to settle to the bottom, so, with a small wooden ladle, this should

Showing Correct Angle at which to hold brush to form Alphabets Illustrated

Fig. 2.

be thoroughly mixed before using. If the color is too thick, add small portions of water until the proper flowing consistency is reached. It is best to keep all color covered to avoid evaporation. If one has been faithful in keeping brushes thoroughly clean, they should last a long time; but if the color is allowed to dry in them, it has a tendency to loosen the hair from the ferrule.

Do not dip the brush into the color deep enough to touch the ferrule; then work it back and forth on a piece of waste cardboard or glass until the brush is the desired width and the color flows from it freely. Lay out the practice work minutely with a lead pencil and ruler, as shown in Fig. 1. Rule the guide lines about two inches apart, and the middle guide line about two-thirds the distance from the bottom line. In order to get a uniform slant to all the letters, angler lines should be drawn as indicated. These should always be used at first when practising slant letters, but as one becomes more proficient they can be discarded.

The top line of Fig. 1 shows four different sets of strokes, which appear frequently in the upper case alphabet shown in the chart. All the strokes in the alphabet should be practised in this manner as many times as is necessary to make them perfectly.

The lower line shows four strokes that appear frequently in the lower case alphabet, and which need much practice.

When all is ready for work, place the card on the slant top desk with the bottom of the card turned to the right. This assists one to make the slant letter easier. Work should be done with a free arm movement without cramping the fingers.

To get the best results in forming these letters hold the brush as indicated in Fig. 2, and keep the elbow more to the right. This turns the brush in such a position as to enable the placing of narrow and wide strokes in the desired position.

THE CHART

Upper Case

"A" shows much room for practice, as it contains four separate strokes, although strokes 2 and 4 are similar. Stroke 3 of the letter "B" will require a great deal of practice in order to make it easily.

Stroke 2 of "C" is similar to the same number in the previous letter. Practise the long sweeping stroke 1 often.

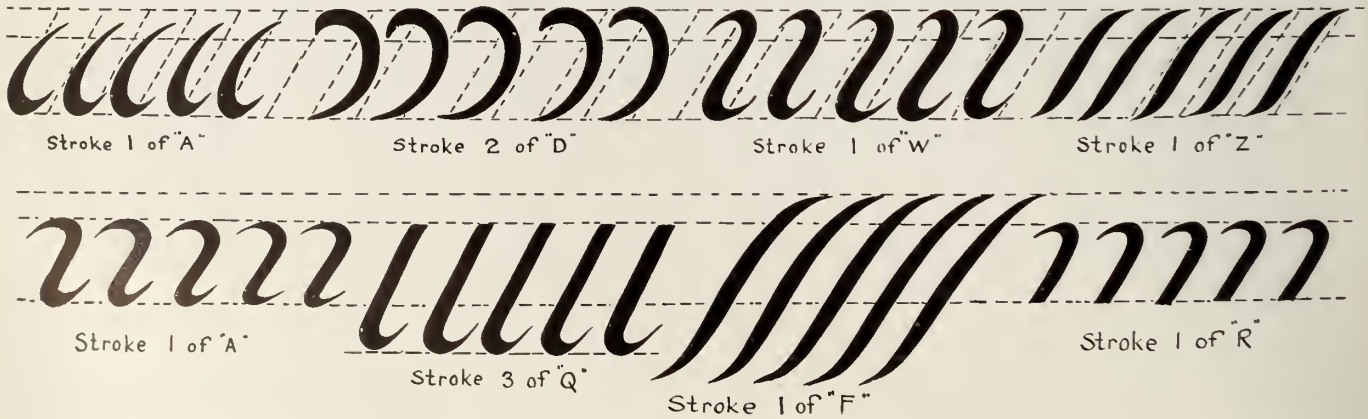
"D" shows a much different formation to any "D" we have previously shown. Stroke 2 is the hardest, and should be practised many times. It starts at the top with the full width of the brush, and gradually narrows as it comes down.

It will be found that "E" needs much practice to get the effect required.

Strokes 2, 3, and 4 must be given special attention (note the relation they bear to one another).

"F" has one less stroke than the "E." Practise stroke 1 many times.

Strokes 2 and 4 of "G" are of similar



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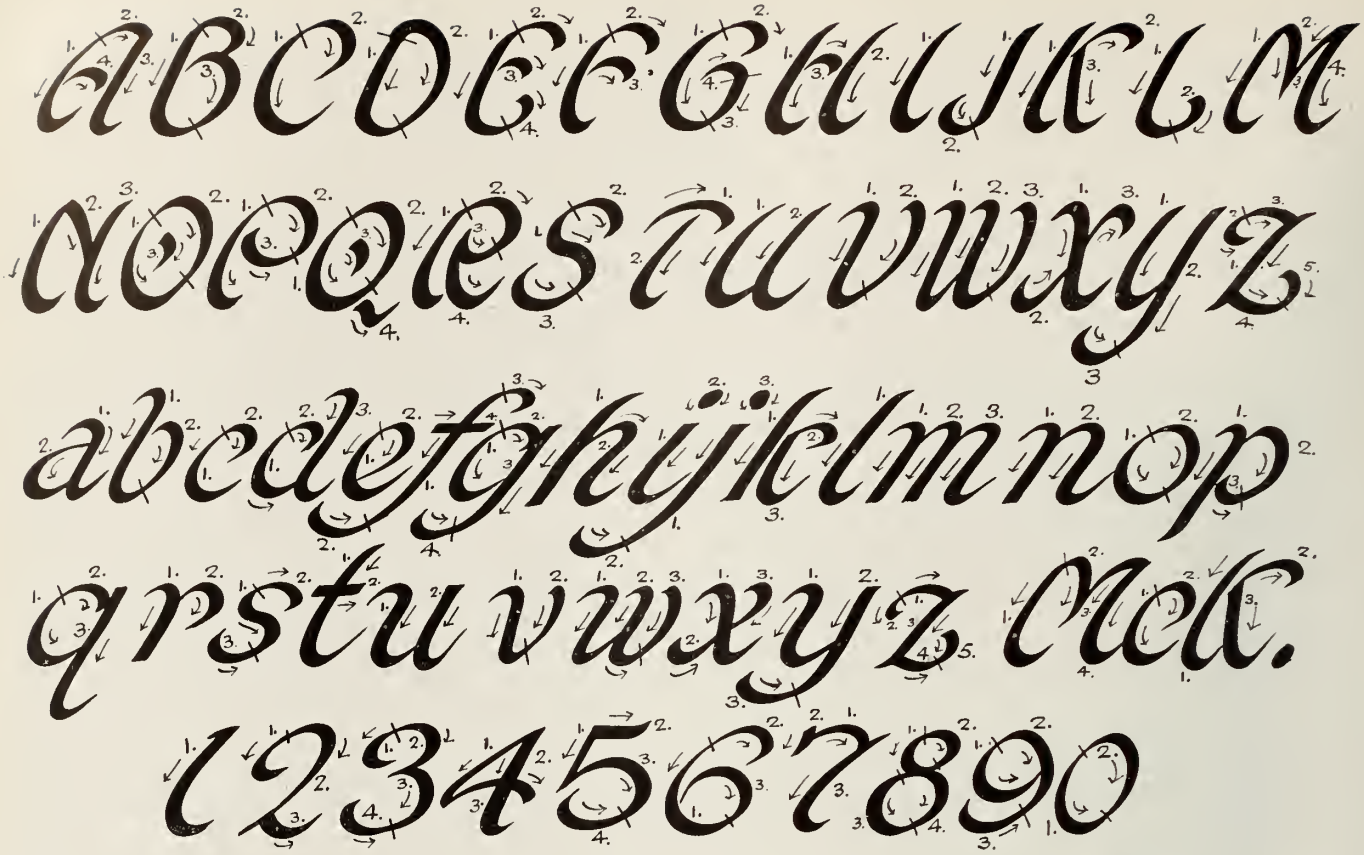


formation. It will be found that this entire letter will need a lot of attention.

All the strokes in the "H" have been used in previous letters. Note that stroke 3 is nearer the top of the letter than the bottom.

"I"—This stroke is shown in the "H."

"J's" formation is a little different, as stroke 1 curves in the opposite direction. Much practice is required on this one.

Note that strokes 2 and 3 of "K" join stroke 1 nearer the top than the bottom. This entire letter should be practised many times.

"L" is the same formation as is found in "E." It is the 1 and 4 combination.

Strokes 1 and 4 of "M" are the same, while 2 and 3 are the wide and narrow variety. Practise many times.

"N" also shows the same two outside strokes as the "M." Both of these letters will require much attention. (Note where the narrow parts of this letter come.) This is unlike a Roman formation, where the two narrow sections come directly at the top and bottom.

Stroke 3 of "P" is the only new stroke in the letter, and it requires much practice in order to properly master its formation.

"Q" is just a repetition of the "O," with stroke 4 added. Practise often.

In "R" is shown the same letter as "P," with stroke 4 added. This combination of strokes requires a lot of practice, in order that it may be perfected.

"S" is a similar formation as we have shown in some previous alphabets, except that it is slanting to the right. Practise this letter often, as it is one that is used frequently.

Both the "T" strokes occur in other letters, and stroke 1 makes a good practice stroke.

The two strokes which form the "U" are similar to those of the letter "H." Stroke 1 is made a little longer in order to join up with stroke 2.

Strokes 1 and 2 of "V" are entirely new ones, and need much practice, especially stroke 2.

"W" is the same as the "V," with stroke 1 added. Practise often.

The "X" is a three-stroke letter, stroke 1 being at a different angle to similar strokes throughout the alphabet.

Stroke 1 of "Y" appears often. For variety sake this stroke is brought down below the others, but this is not necessary. The letter can be made shorter with stroke 3 resting on the lower guide line.

"Z" shows many new lines which need a lot of practice.

The lower case alphabet shows several strokes which do not appear in the upper case formation, and which demand a lot of time in practice.

The more practice work given these the better; but as the majority of the strokes used are ones similar to those in the upper case alphabet, they do not require individual explanation.

The numerals are not difficult.

In last month's lesson we gave a good demonstration of the use of the tooth brush for decorating the show card, and this month we are continuing the work, as shown in Fig. 3. This work is known as spatter drawings, and is a quick way of obtaining a stippled effect. In all cases it is necessary to use stencils. First make the drawing on a heavy Manila paper and then cut out the portion you wish to stipple with a sharp knife. This is then a stencil and should be laid flat on the card with small weights and pins. It is important that the stencil be kept tight to the surface to insure a clean cut outline. Holding the tooth brush in the left hand with a small stick in the other, dip the stick in your pen ink and draw it gently over the ends

There's a square deal behind this trade-mark

KANT KRACK
TRADE MARK COATED REGISTERED LINEN

—A square deal for you and your customers—sure profits, sure sales and full dollar for dollar value.

KANTKRACK coated fabric collars are made in all the best selling styles to suit all classes of trade, **but** are made in **"one grade only and that the best"** and sold at one price to all.

Modern styles coupled with a remarkable linen-like finish have made KANTKRACK the favorite composition collar with discriminating men.

Remember the three K K K when ordering your next stock of waterproof collars.

One of our many popular styles

The Parsons and Parsons Canadian Company

Makers of the famous
KANTKRACK *composition collar*
HAMILTON

Taylor-Made Garment Hangers

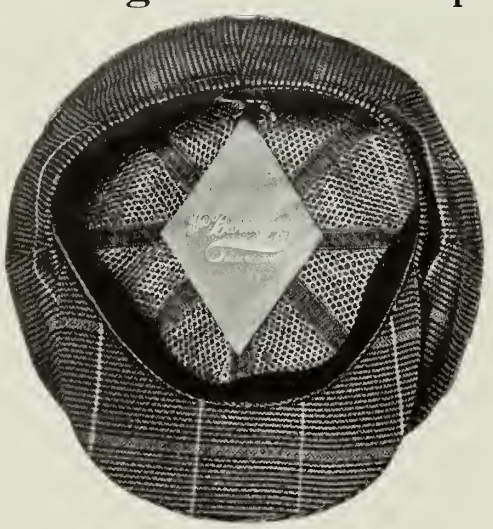
No. 74B

$12.50 per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.
Hamilton Ontario

BOSTON SUMMER Outing Hats and Caps



Latest Patterns—Note the cool net lining in silk

BOSTON CAPS FOR YOUR SMARTEST DRESSERS

For your customer who wants something real classy, something distinctive, we recommend our new line of OUTING CAPS also SILK CAPS for summer wear.

This is one of the choicest lines we have ever turned out. We want every retailer to get acquainted with the record-smashing styles and values it contains. We'll submit samples. Write us.

BOSTON CAP COMPANY
Wholesale and Retail Manufacturers of Hats and Caps
New Address: 338 St. Urbain St. MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

of the bristles of the tooth brush, making sure to hold the brush close to the card. Repeat this operation until the drawing is complete.

In Fig. 3 are shown a few illustrations which will assist in doing this work.

"A" shows the word "styles." This was done in the usual way with black ink and afterwards shaded with a black pen stroke. There are many other color combinations which can be used with good effect, such as blue ink with a black or dark blue shading, brown ink with a black or dark brown shade, or green ink with a black or dark green shade. The word styles is only given as a demonstration, and any other word or words can be made into a stencil in the same manner.

"B" shows a dainty scroll work, which can be used in many ways on the show card. Many different color combinations can be used to suit the card on which it is to be used.

"C" shows a two-tone drawing of a star. First make a drawing of a star as shown, marking it out plainly with a pencil. Make a stencil of half the star by cutting out only the portions which are shown as dark on the drawing. When this is stippled on the card, the stencil can be turned over and made to fit on the other part of the star. This, as can be seen, gives the drawing an embossed effect, and many different color combinations can be used effectively.

"D" shows another two-tone spatter drawing, made with the tooth brush. This is only one of the many drawings which can be obtained from journals, which will be of great aid in this work. This drawing was simply pasted on stiff paper, and cut out with a sharp stencil knife, thus saving much time with an effect just as good. The round background stencil is first applied quite lightly and the tiger is put on much heavier.

"E"—This small floral drawing is exceptionally adaptable to this season of the year, and is very easily made, two small stencils being all that is required. The flower should be made pink and the leaf green, with a black outline and stem.

The accompanying cards give a fair idea of how the alphabet in this month's lesson appears when in use. These cards do not illustrate work which has taken hours to execute, but cards that were made in a very short time, and they illustrate how fancy cards can be made quickly and effectively.

EXPECT COTTON TO GO HIGHER

THE American Association of Garment Manufacturers, which convened in Chicago a fortnight ago, was attended by a number of Canadian members. Many subjects of interest at the moment were discussed, among others that of women's overalls which, it was gathered, is expected to be a permanent line—a line of increasing importance.

Many points bearing on the cotton situation were brought out, the general opinion clearly being that prices will go considerably higher. One factor is the huge demand by the government of the U.S.A. In fact agents of the government were present and made the announcement that they required at once over 3 million yards of cotton, and had ordered already 29,000,000 yards of denim. Such ordering, it is believed, can not fail to force the market higher in spite of the fact that cotton crop prospects point at least to an average yield.

PRIZE-WINNERS ANNOUNCED

The R. G. Long Company of Toronto have now decided the prize-winners for window trims made during the recent "Bob" Long week. The accompanying illustration shows the fine window of Summers & Frost, of Kamloops, B.C., winners of the $25 first prize for places under 5,000 population. Second prize of $10 for places under 5,000 population goes to James Leinster, Parry Sound, Ontario.

Jos. Reycroft, of Windsor, Ont., was first prize for place over 5,000 population.

The trim of Summers & Front, Kamloops, B.C. — one of the R. G. Long Prize Winners.

BAG COMPANY MOVES

The Specialty Paper Bag Co., Ltd., is moving to much larger quarters in the Wrigley Building, Carlaw Ave. The firm has secured 23,000 sq. ft. on the ground floor and will be in a much better position to handle the increased orders being received.

A SPLENDID STYLE BOOK

AN exceedingly attractive booklet has recently been issued by the Williams, Greene & Rome Co., Limited, Kitchener, Canada. It will be kept as a work of reference by very many men's wear dealers.

The booklet brings out some of the outstanding features in W. G. & R. products—then illustrates a great number of the lines produced, so that ordering can be done from the illustration. Indeed, the book may be used by dealers to enable their customers to pick out exactly the style desired.

The get-up of the booklet is really splendid—a credit to whatever Canadian had the mechanical production in hand.

WHAT'S A NECKTIE GOOD FOR?

MAN'S only non-utilitarian garment is the necktie. It's as useless as a monocle. Yet we wear it. We'd feel awfully awkward walking down the street without one.

Once upon a time the necktie was used to fasten the collar on. But now it doesn't do that.

Man's necktie is the Indian's eagle feather, the cannibal's necklace of teeth, the mid-African's ivory earings. It's his pride, on which he bestows much thought, great care. We wonder what would happen to the vanity of the human race. masculine half, in case of a necktie famine.

LIEUT. WASHBURN GIVES HIS LIFE

LIEUTENANT ROBERT G. WASHBURN, for two years previous to the outbreak of war, one of the W. G. & R. traveling staff, and for many years previous to that in the employ of the Williams, Greene & Rome Company, has laid down his life for the cause of freedom on the battlefields of France. Until this news came, there had been no such break in the ranks of the 28 W. G. & R. men who are at the battle front.

By energy, faithfulness, and ability, "Bobbie," as he was generally called, won his way in business. Everywhere he earned the respect of those whom he met. His passing will be sorrowful news to many—but there will be pride mingled with the sorrow, as there is among the staff and members of the W. G. & R. Company.

Does Good Service Pay?

Satisfied customers build success in any business.

In any community a firm reputation for service is valuable.

Good-will is an intangible but powerful asset, and is measured by the good value as well as by the good service the customer gets from the merchant or the manufacturer.

Semi-ready Tailoring was conceived on Better Service lines. The idea which has been carried to success was to give to men better materials and better tailoring than they had been in the habit of getting outside of an expensive and exclusive tailor shop.

The guarantee behind each garment does much to cement good-will and create confidence.

These axioms apply to the customer of the merchant. Have we applied the same rigid rules of service to the merchant who buys from us at wholesale?

That question we prefer should be answered by our wholesale customers.

Ask any one of our customers who have been buying from us and who have been selling Semi-ready Tailoring for fifteen or twenty years.

It is not our idea of service to seek a man's trade for a season or for a year. We want to build up with him—to carry on a campaign for bigger and better business from year to year.

We are not faultless nor infallible. When we make mistakes we are ready to correct them, and have our customers say that errors are paid in full.

Our Special Order Tailoring—and the perfecting of a prompt and certain delivery on a specified date, was a forward step in Good Service.

In one month this year our sales of custom-made suits to special order were just double the sales of a whole year in this department as compared with 1905.

That was the reward of good service.

Looking ahead for next fall our buyers have secured some attractive patterns.

Semi-ready Special Order Suits are custom-made to the last silk stitch. When the measurements are received at the shops the cloth is cut from the exact physique type patterns, and the suit is finished to the precise size and style ordered. It would be manifestly impossible to keep a stock of ready-cut garments on hand to fill Special Orders for individual suits. Every garment in the Semi-ready Shops, whether for stock or for Special Order, is cut to individual size with scissors—not the knife.

Over 325 patterns of British-woven cloth are available for selection—worsteds, Botany tweeds, black and blue serges, cheviots, homespuns, vicunas—for business suits, dress suit, and liveries. Over 35 model designs to choose from in the Semi-ready fashion portfolio.

A custom-made Semi-ready suit is finished to Special Order in five days—at from $18 to $45, according to the cost of the cloth chosen. The price label is always put in the pocket, and must correspond with the price ticket printed on the cloth sample.

Semi-ready clothes are tailored in our own shops at 472 Guy Street, Montreal.

Young men about to start in business for themselves will find the stability of our concern and the help we can offer of some value to them in their enterprise.

Semi-ready Limited

Wholesale Makers of Men's Tailoring

H. A. Nelson, President
472 Guy Street, Montreal, Canada.

Fitting In With The Weather

Says George Clark, of Fisher's, Ottawa, who is responsible for the above trim:—

"The weather man is just getting on the job with a little fine weather and as our windows are splendidly adapted for quick changing we grasped the first opportunity of showing anything like seasonable merchandise.

"Our windows are specially adapted for rapid changing and quick selling; out of a frontage of 38 feet we have a selling space of 80 feet which does not include the two entrances. This selling space is divided into ten sections, such as you see in the photo and one section twice as large, which we term the centre "Bowl." These sections may be made smaller or larger to suit the trim and are continually being changed. They have many advantages over the old style big window. If for any reason a section is not selling its merchandise it is immediately ripped out and something more inviting—more salable—takes its place. As Mr. Fisher says: "We're wasting our ammunition when a window isn't selling. We never do—either by keeping a section which does not sell or by using more space than is necessary for any trim.

"Our windows are 3½ feet deep, the backgrounds are full length sliding doors leaded at the top which gives the store considerable light. The ends of all windows are leaded glass with clear centres and frosted border squares, the background squares are also frosted.

"You will notice and perhaps wonder at the collar stand in the centre of the photo. Let's explain. Recently our collar sales were falling off. We were not allowed by the by-law to set outside a collar case, our dividers were waste space as far as selling was concerned. We set stands of collars similar to the one seen in the photograph on the dividers and we can assure you that results were obtained. It is a small item we will admit, but details are cogs in the business of window-trimming or window selling."

You are not too late

to get guaranteed delivery of your this year's needs in our "level best" make of

BULL DOG OVERALLS

For This Summer's Shipment—at Last Summer's Prices

You know that many makes of overalls are to-day quoted at from $18.50 to $19.50 dozen with promises of higher prices for Fall. Quoted you at about $17.50 last Summer. Not surprising with increased costs of over 100 per cent. in all cloths and from 100 to 300 per cent. in trimmings.

But Here is the Bright Side for You; Look It Over

This company has fortunately purchased, and in our warehouses hundreds of thousands of yards of guaranteed indigo and aniline fast color cloths, in "before the war quality and weight" bought months ago for cash.

With an added output we want a limited number of new customers, whom we can help increase profits and sales, and assure of a real, all-around service in a complete range of standardized overalls and work shirts, properly designed garments, with many exclusive features, that will always give your customers full measure of satisfaction.

We therefore offer you, and our regular trade, whatever balance of stock we have to sell at present extreme low prices

At a Clean Saving to You of From $1.00 to $2.00 per Dozen Over Other Current Quotations

Why do we do this when we can readily sell our output for more money? We want the trade to understand that in the work goods field our BULL DOG STANDS FOR REAL PROTECTION ALWAYS, IN QUALITY, PRICES AND SERVICE, a trade name that has made good for eleven years.

Remember, our supply is limited at these prices. We have already sold thousands of dozens for summer delivery. It will be quickly taken up. Get out your tape and see how your stock measures up and compares with BULL DOG specifications listed below. If you find BULL DOGS have the advantage, send us in your order for this year's needs by to-day's mail. Get in on this big Spring drive. Be able to sell your trade good overalls for $1.50, $1.75 or $1.90, when the other fellows have to ask $2.00.

Make up and mail us your trial order before May 1st to ensure these prices, and it will be sent you prepaid for shipment any time you say, from now till July 31st. If you are not well pleased with shipment, return it. We are glad to take all the chances. Terms 2 per cent. 30 days 1st foll. 3 per cent. 10 days. Yes, we'll book your order, subject to your approval of prepaid sample garments, which can be sent you at once.

Full Specifications:

Heavy quality Bib Overalls, Stiffel Blue and White Stripe, 42 yds. doz. Size 38-32. Weights, 1½ lbs., separate sewn, full cut bib, buttons fastened through 4-ply cloth, continuous faced back band and pockets, no-rip tab side vent, 7 pockets, back seam 8½ ins., side seam 46, front 26, knee 24, hips 53. Price, $18.00 per doz. Same price in plain blue, and in black fine twill. Jackets to match. 8-oz. Black Denim Pant, high back, sizes 38-32, weighs 1 lb. 7 ozs., 2 set in hip and swing front pockets, 5-button fly, trouser finish. Same style in 9-oz. narrow stripe cottonade. Heavy dark khaki trouser, cuffs and belt loops, deep self-faced curtain. Price, $16.50 doz.

Medium weight, Bib style Stiffel stripe, size 38 x 32, weighs 1 lb. 3 ozs., same style bib as best line, continuous placket no-gape side vent, 7 pockets, including set-in swing front pockets. In blue stripe and black, price $14.00 doz. Plain blue, $15.00. Jackets to match.

Good medium-priced Pant. Black, $14.00. Cottonade and Stiffel, $13.50 doz. Good weight.

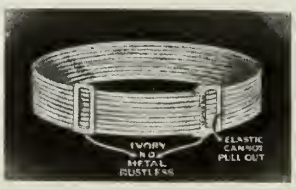
Canada Overall Company, *Makers,* London, Ontario

WHY are HESSCO Registered Garters and Armbands

superior to any other kind on the market?

BECAUSE they are trimmed with **Celluloid,** therefore cannot **rust,** are **light** and **durable;** Garters are **padless** therefore **cool** and **comfortable.**

They are **UNBREAKABLE** and **GUARANTEED.**



THE HESSCO MFG. COMPANY

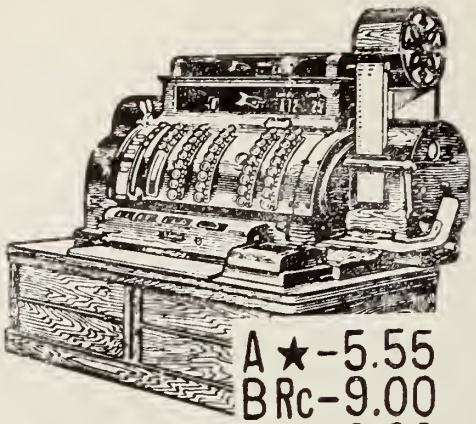
145 Wellington Street West :-: TORONTO

Sole Manufacturers and Patent Holders

Also Manufacturers and Importers of full line MEN'S JEWELRY and LEATHER BELTS

If any advertisement interests you, tear it out now and place with letters to be answered.

Information and Protection



A ★-5.55 -0125
B Rc-9.00 -0126
D ★-6.68 -0127
E Pd-2.00 -0128
A Ch-8.65 -0129
B Rc-4.50 -0130
A Pd-0.50 -0131
E ★-2.43 -0132
B Ch-3.50 -0133
D ★-5.48 -0134
A Pd-1.00 -0135
B ★-0.43 -0136
E Ch 10.50 -0137

Section of Detail Strip

Line 1 indicates that clerk A. sold goods for cash to the amount of $5.55—transaction No. 125.

Line 2 shows that clerk B. received $9.00 on account—transaction No. 126.

Line 3 tells you that clerk D. made a cash sale amounting to $6.68—transaction No. 127.

Line 4 indicates that clerk E. paid out $2.00—transaction No. 128.

THE N.C.R. DETAIL STRIP gives you as a merchant a definite control of your business.

It gives you information you can get in no other way. It gives it easily, quickly, unerringly.

Every transaction which takes place in your store is recorded on the detail strip. This record is complete, covering every detail of every transaction. It is as safe as though lockd up in your safe.

It records the amount, date and consecutive number of each transaction.

It tells you which clerk makes each sale and which clerk makes most sales.

It gives you a mechanically perfect record of all these details.

At the same time it protects your clerks against temptation

It stops mistakes. It saves loss of money you could not otherwise save.

The result is a complete mechanical record, available at any hour of the day, of every detail of the day's business. The store is protected, so are the clerks, so are the customers. The information obtained gives absolute protection to all.

It gives you time to attend to duties more profitable than bookkeeping—inside the register you will have all the totals faultlessly added.

It is of the greatest importance that you investigate our system. National Cash Registers will save time, money, and build your business.

Write your nearest N.C.R. agent to-day. Offices at Halifax, St. John, Quebec, Montreal, Ottawa, Hamilton, London, Toronto, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver.

The National Cash Register Company of Canada, Limited

Christie Street - - - - Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

ARM & HAMMER BRAND
SHIRTS
OVERALLS
J. A. HAUGH MFG. CO. LTD.

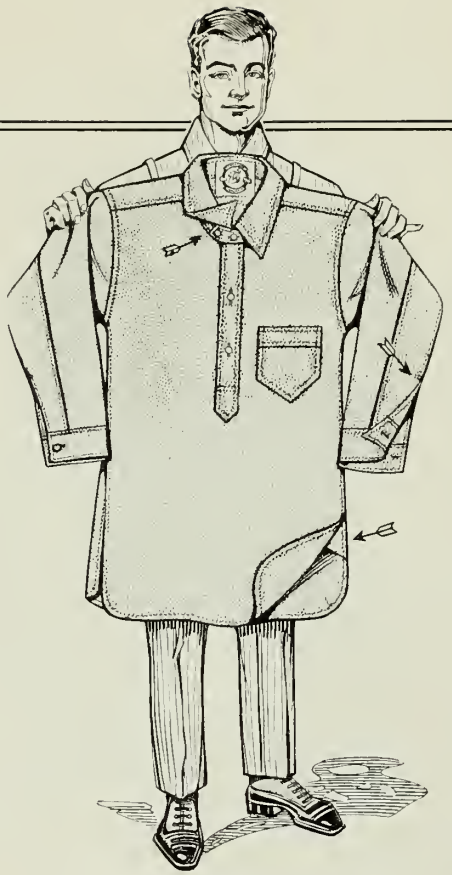
Work Shirts of strength and durability bear this brand

Here are some of the special features that keep these lines repeating:—

1. Extra Generous Size.
2. Double Stitching of all Seams.
3. Extension Neck-band.
4. Reinforced at all Points Subject to Extra Hard Wear.
5. Good Quality Buttons.
6. Reinforced Pleats and Button Stays.
7. Arm and Hammer Brand Standards of Workmanship and Materials.

STOCK UP.

J. A. HAUGH MFG. CO.
658 KING STREET WEST, TORONTO



Made in Canada in Our Own Workshop

Advertising a Labor-Saver

The merchant's greatest labor-saver is not necessarily an adding machine. It is more likely to be advertising.

A great factor in the cost of goods is the time it takes to move them. *Advertising and trade-marks,* working together, are the most efficient movers of goods—consequently the greatest reducers of selling cost.

The producer who places his trade-mark on his goods and advertises it nationally, is so sure of their quality that he is willing to stand the full force of possible complaints.

The whole tendency of trade-marks and advertising is to raise qualities and standardize them, while reducing prices and stabilizing them.

REGISTERED

CONSCRIPTION!

Do It Now! *Get Ready!*

Replace your loss of trade in civilian merchandise with military equipment and supplies.

RAPID SALES, GOOD BUSINESS AND BIG PROFITS—when you purchase direct from the manufacturer.

Write for Price List.

A. HARRY WOLFE

Unity Building - - MONTREAL

We'll Prove It

GIVE us a chance to prove to *you* that you can make money by working our plan. Hundreds of men and women in Canada are making splendid salaries by working for us a few hours each day. Why not learn all about it?

If your regular position isn't producing enough money to take care of a few added luxuries—our plan will fit in splendidly, giving you as *much* extra money as your spare time will allow for. The more time you devote to the plan the more money you can make. To learn all about it—drop us a *Post Card,*—back to you by return mail will come full particulars. This will not obligate you in any way. Simply say, "Send me full particulars of your money-making plan."

Name.....

Address.....

The MacLean Publishing Co., Limited

143-153 University Avenue - Toronto, Ontario

Mr. Merchant:

When you are finished with this paper pass it on to your clerks. It will help them to help you, which means increased business.

CONSCRIPTION'S COMING

will mean big Military Business

For Puttees, Haversacks, Fatigue Uniforms the demand will be instantaneous.

The many recruits now *volunteering* will need equipment. So will those taken in by Conscription.

ORDER YOUR STOCK NOW

Miller Walking Breeches will be eagerly sought. Play up this line in your Military Trims. Use our showcard here illustrated to help stimulate sales. We can make immediate deliveries.

MILLER OFFICERS' UNIFORMS

Miller measurement system makes mistakes in ordering impossible. Don't experiment with amateur Military firms of mushroom growth—you can't afford to take a chance.

The MILLER MFG. Co., Ltd.

YORK STREET - TORONTO

Uniform Contractors to the Dominion and Imperial Governments

MILLER'S
WALKING BREECHES
FOR
SOLDIERS
All Ranks can wear them in England and at the Front
Buy a pair NOW before you leave they will match your Tunic and cost you less
COME IN AND LOOK
AT OUR FULL LINE OF MILITARY GOODS

New Forms to Stimulate Your Clothing Business

Men's Coat Form at Left.
Sateen Covered, as cut.....$8.00
Black Jersey, Covered 6.00
Add for Arms 1.50
9 in. Base—The New Non-Scratch Weighted Wooden, Mahogany finish—or Metal, Ox. Copper if desired.

Vest Form at Right.
Sateen Covered, as cut $5.50
Black Jersey Covering 4.00
7 in. Base.

Herewith we show two recent additions to our stock. The shaping is such as gives the right hang to the New Clothing Models. These forms, and our others, will enable you getting the effects you want.

Quick action will get individuality and quality into your display

A. S. Richardson & Co.

99 ONTARIO STREET - TORONTO

You can buy to advantage

by placing your orders with us now.

We can offer you very attractive values in Dressing Gowns, Hosiery and all Knitted Goods. We represent only high grade lines some of which are listed herewith:

Young & Rochester's Shirts in Flannels, Taffetas and English Oxfords; Dressing Gowns, House Coats and Vests.

Tress & Co.—Hats and Caps, Military Service Caps and Helmets. The "Tress" Cap for sports is in a class by itself.

Two Steeples', Ltd.—Hosiery, Underwear, Knitted Coats and Suits.

And in Scarce Lines we have

Gabardine, "Aquatite" Coats, Trench Coats, Llama Half Hose in Black and Khaki.

Military Accessories

Get our prices for Fox's Puttees, "Soldiers' Friend" Polish, Kit Bag Handles, Locks, English Spurs, etc.

Khaki Plain and Ribbed Wool Socks, $4.50. Dark and Midgrey Wool Socks, $3.50. For these lines of socks we strongly recommend placing orders, as early as possible.

Wreyford & Co.

Wholesale Military Outfitters and Mfrs.' Agents

85 King Street West Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

"Craftana"

Registered No. 262,005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

SILK HATS

Ours is the largest and most up-to-date SILK HAT factory in Canada. This, coupled with our complete concentration on this one line makes possible the unusual values we offer.

Our hats are always the last word in style and finish.

Write us regarding your SILK HAT requirements. We always have full range in stock, thus insuring you PROMPT DELIVERIES.

GEO. PROVENCHER

166B Elizabeth Street - Montreal

Established 1894

CONDENSED ADVERTISEMENTS

UNDERWOOD TYPEWRITERS — MODERN visible machines equipped with such improvements as back spacer, bi-chrome ribbon, tabulator and automatic ribbon reverse. Five-year guarantee. Sold for cash or payments. Free trial. Send for proposition to-day and save more than half regular price. Address — Arthur O. Secord Co., Limited, Dept. 7, Brantford, Ontario.

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THE MEN'S WEAR REVIEW

Vol. VII. | OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO | No. 7

JULY, 1917

FEATURING

From Confederation Till To-day

Business Changes in 50 Years

Development in Men's Wear Lines

■ ■

Collar Advances Accepted Rather Joyfully

■ ■

Overalls Going Much Higher

■ ■

Uncle Sam's Demands Complicate Situation

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A GLIMPSE OF CANADA IN THE LIGHT OF 50 YEARS

The Progress of the Past Half Century From a Small and Struggling Group of Colonies Into Nationhood—Some Incidents of the Past Years and Their Bearing on the Present—Outstanding Items in the History of Canada's Development—How the Record of the Past is a Promise for the Future.

THE passage of fifty years does not bulk very large in the retrospect of history, yet this lapse of years, compassed by the lifetime of a man, means much to any country. To Canada it has meant the growth from a small and struggling colony into nationhood. The transformation of a country, cut into fragments by great stretches of uninhabited lands, and separated league after league by almost pathless wilds into a unified whole, united in interests, in feelings and in the interchange of commerce, and welded firmly together by the steel rails of progress.

There in the council chamber fifty years ago sat a group of men discussing the question of the name for this new country that was being born, and whose possibilities were beginning to steal in upon their imagination. Perhaps it was this that turned them from the old time worn and time sullied names of nation and Empire and kingdom to seek some newer, fresher title unsoiled by abuses of old times. Perhaps it was the inborn vision of a country lapped by three oceans, of great rivers opened for navigation, of a trade stretching to the farthest confines of earth that called to the mind of one of those present the great words of "Holy Writ," and in the stillness the Hon. Samuel Leonard Tilley quoted "He shall have Dominion from sea to sea, and from the river to the ends of the earth." Dominion from sea to sea! Canada had found its name.

How well the years have born out the vision of the fathers of Confederation even a cursory survey will readily show.

Material growth may not be the truest sign of greatness, but it is a tangible evidence that is indicative of many things, of a new country of course, of a country where democratic principles prevail; for autocracies do not double their population in fifty years, of an energetic people reaching out for a greater advance a wider vision, both in material things and in those intangible ideals that make for a great Dominion.

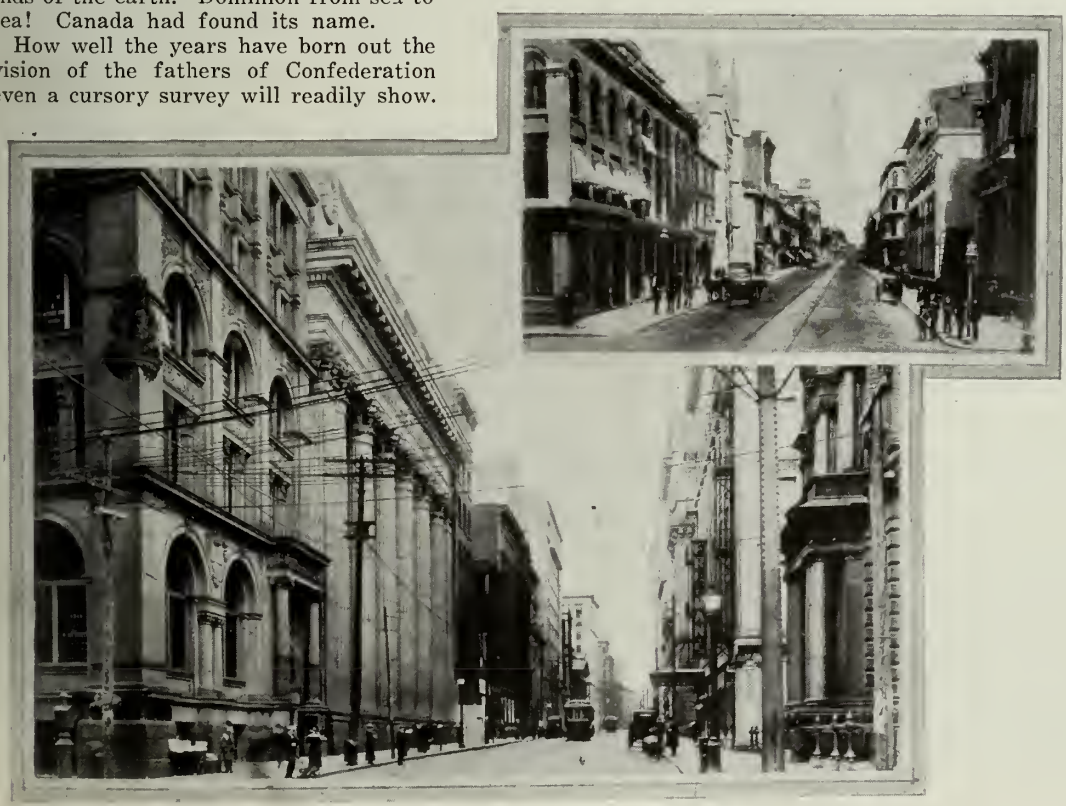
Fifty years ago when the fathers of Confederation were gathered about the council board, this was a far different country from what it is to-day. To begin with it had only a population of three and a half million souls against a present population of slightly over eight million. More than three quarters of these few millions were gathered within the comparatively small confines of the provinces of Ontario and Quebec. Four out of every nine persons lived in the province of Ontario and three out of every nine in Quebec.

When the West Was the Great Unknown

West of the Great Lakes was the vast unknown, a few wandering trappers a few factors of the Hudson Bay Company in isolated posts dotted that immense stretch of country. Even in Winnipeg one of the great trading posts of the company, then known as Fort Garry there were less than 300 souls, while in all the enormous stretch of mountain and prairie land there was only a total of some 100,000 people, whites and half-breeds. These were scattered over the whole sweep of that immense country, at trading posts. in fishing villages and lumber camps of the Pacific coast.

The Ebb of the Gold Rush in British Columbia

Of all the great country west of the Lakes, British Columbia was the only portion that could be said to be settled. Rough, uncouth settling it was, the settlement that follows the cry of "Gold;" for it was the discovery of Gold on the Fraser that led to the influx of thousands of gold seekers, rough men, but the stuff of which pioneers is made. Into the mountain wilds of Western Canada they came following that "Will O' the Wisp" of fortune that has always had its power to draw men; to give to the Canadian west its first real impetus. For a few years the fever burned hotly, gold there was, and men drifted up and down the great streams hearing tales of a fabulous wealth, there for the finding. Gold there certainly was for in 1863 upwards of four million dollars worth of gold was taken from the Fraser and Thompson valleys. A fabulous sum in those days before the world had begun to think so readily in terms of millions and billions. But that great year was the swan song of the British Columbia gold



St. James Street, Montreal, Looking West, 1871, and As It Is To-day

THE FATHERS OF CONFEDERATION

A reproduction from the official painting of the men who formed the conference at Quebec at which the agreement between the various provinces was reached. The original, unfortunately, was burned in the fire which destroyed the House at Ottawa last year.

—Cut by Courtesy MacLean's Magazine.

fields, never again did they reach that total. Year by year the output dwindled; dwindled, too, the mushroom towns that had grown up on the scene of the supposed Eldorado. Gold was still to be had for the labor, but the bubble of fabulous wealth had been pricked and the hardy adventurers were off to some newer land of promise.

The Gold was still a great industry for those times, but the glamor of it was gone and it had settled down into its rightful perspective. As yet no one had realized that there was a new Eldorado at their very feet in the swarming life of the great rivers, teeming with fish. The British Columbia fisheries that make the hey day of the gold rush seem as nothing, were practically untouched. At the time of Confederation there were one or two whaling enterprises, and a solitary cannery on the Fraser. The coal fields of the province had been discovered and were being worked to some extent. but they were practically only tickling the soil.

British Columbia was shut off from the remainder of the country by league upon league of pathless prairie, a journey of long toilsome perilous weeks. The sundering force of distance kept the west and the east as far apart as the poles in their material and social interests.

Shipbuilding Industry of the Down East Coast

While British Columbia was feeling the impetus of the Gold rush, the older colonies by the Eastern Sea had progressed somewhat more solidly if in a less spectacular way. In Nova Scotia, favored by the yet almost virgin forests a great shipbuilding industry had been built up. Every creek almost had its shipbuilding yard. These vessels were sold on each side of the Atlantic. There had been, too, a spasmodic activity in the Nova Scotia coal fields for half a century. At the time of Confederation they were mining some 600,000 tons of coal about half of which was used locally and half was shipped to the United States. There was also some little smelting done of Nova Scotian Ore, though this industry had hardly developed beyond infancy.

The Maritime Provinces like the far west were also cut off from central Canada by enormous areas of uncleared untracked land. Indeed the association of these Eastern provinces was much closer with the United States than with the other parts of Canada.

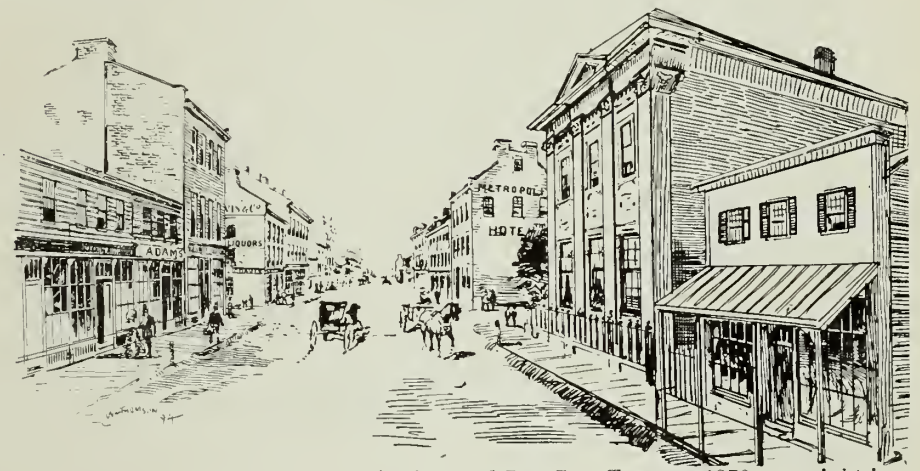
"Boston," said one Nova Scotia representative, "is only a few hours' trip, but to come to Toronto you need to mortgage the farm to pay the fare."

In this casual statement lay a great element of danger to the unity of the young country. The drift of things was naturally from Canada to the United States, which was then the land of opportunity.

The Lure of the Republic Draws Canada's Sons

The very name, Republic, drew like a loadstone, those immigrants from the older lands of Europe, eager and heart hungry for some spot on earth where they might find freedom. The very name of Canada's southern neighbor had a drawing force that the colonies of Canada could not have. In those early years therefore there was a marked and dangerous tendency, not only to lose the fair share of immigration from overseas, but to lose as well many of her own young men who thirsted for the opportunity that it seemed to them could only be obtained in the more advanced country to the south. This flux of young Canadians across the border was hardly compensated for by the influx of population that at this time reached very small proportions.

The country was mainly a great wilderness with areas of civilization dotted at irregular intervals, with no means of communication between the different localities. It was not a great country, but several small states each trying to work out their own salvation with very little reference to the general whole. Despite these conditions there lay in these scattered colonies the seed of greatness, but with no immediate promise of any harvest to catch the attention. Not unnaturally therefore the tide of population was turned from their shores to the breezy, boisterous, prospering neighbor to the south.



A view of the four corners of King and Bay Sts., Toronto, 1870—on right is A. Baker's Tailor Shop.

A Glimpse at Canada's Early Industries

Even Canada's industries were of no great extent. A land that has become one of the premier farming nations of the world, in those days just prior to Confederation had not yet awakened to the immense possibilities of her virgin fields. Ontario tilled more land than all the other provinces together. In New Brunswick only 1/10 of the land was cleared, and it was to be had for 50 cents an acre or in return for certain statute labor. In Nova Scotia land sold for $45 per hundred acres. Only in Ontario had farming become the backbone of the country. In Quebec the lumbering industry was the chief source of revenue and no mean source even in those days bringing in a total of some $14,000,000. Other industries were few and far between. The saw mill, the grist mill and the brewery were the beginning of manufacturing development and around these grew up the whole manufactory of the nation. Around these mills grew up the village that grew in size as the exigencies of conditions demanded till even at the time of Confederation Canada had some sizable towns. The population of Montreal was 100,000, of Quebec city, 60,000; Toronto came next with 50,000 while Hamilton, Halifax and St. John, N.B., each had about 25,000 inhabitants. But it is not in these cities but rather in the more slowly developing rural districts that can be traced the impetus that has sent Canada so far along the road of progress.

A good many of Canada's industries were purely fortuitous in their origin. The great tannery industry grew up because Canada was to a considerable extent a grazing country. Everyone kept a cow or two, even in the cities the cow was an almost indispensable adjunct of the household. The day, being the day, of the cow, it was natural that hides were plentiful. The abundance of hemlock and oak bark was the other condition that assured the growth of this great industry.

At that time too there grew up a great woolen industry, fostered by the famine in cotton that followed on the dark days of the civil war. Moreover in this early industry Canada held a high place, and the honest worth of her tweed was widely recognized. These were the days when homespun was still the prevailing style, more than half the farmers still took their wool to the carding mill, then home again for the women to spin it and back to the custom weaving shop to be finished. Such was the beginning of the clothing industry that is such a factor in Canada to-day .

The Growth of the City from the Humble Beginning of the Crossroad Mill

Our great manufacturing industries sprang just as naturally from the corner blacksmith shop. First only a repair

Street in Winnipeg in the early eighties—Same street to-day is shown on opposite page.

shop but gradually emerging from the early stage, doing small manufacturing operations till out of this finally arose the great manufacturing establishments that have meant so much in Canada's development.

It was about fifty years ago that some of Canada's natural resources first began to be discovered. Oil was discovered in Lampton in 1862, and Petrolia in 1876 was tanking 3,000 barrels a day. The only difficulty confronting this new discovery was to make the demand for it equal the supply. About half the amount was used in Canada. Efforts were made to ship it to Liverpool, but the port authorities there refused to give "the evil, smelling product" storage room so there was no incentive to develop this great industry for some years, until in fact manufacturies had developed in Canada, and until the wider knowledge of the many uses of the product led to an almost limitless demand. In 1866 salt was discovered near Goderich, Ontario, and its 90 barrels a day constituted the whole output of Canada's salt industry.

There was very little manufacturing in those days. One sugar factory in Montreal provided one of the first instances of industries based on foreign supplies. This Company, The Canada Sugar Refining Company, is still doing business in Montreal. The great chemical industry was also in its infancy at the time of Confederation. Drugs, soap, starch and potash were practically the only products in this field. Of Canada's great dairying resources there was hardly a trace at this time. There were in fact only a half a dozen cheese factories. From this small beginning only half a century ago has sprung one of Canada's premier industries.

Riveting a Continent With Steel Rails

Canada was just waking into a realization of her possibilities in the year 1867. Possibly it was this spirit of the times that brought about a political Union that was to make Canada a Dominion from sea to sea, that showed also to these men who had dreamed this dream of Union the necessities that lay before them, showed them the disintegrating effect of isolation, and pointed them to the possibilities of a country united by a great highway of steel from the shores of the Atlantic to that other shore half the world away.

At any rate it was the development of Canada's railroad systems the demand for which had been part and parcel of the Confederation issue, that has been the source of almost every forward step that Canada has taken in all the years succeeding. Ontario had been built up around the Grand Trunk Railway and there was now to be another example of what the railroad could do as a developer. Winnipeg was a trading post on the fringe of civilization 20 days journey from its nearest neighbor. In the year 1876 Winnipeg had but 215 inhabitants and others were slow in coming. There was no particular incentive to lead men to venture out into this prairie land. True it had been discovered that this land was a veritable garden for the growth of wheat. But of what use was wheat that was twenty days journey to the nearest selling point? Manitoba wheat, good and all as it was, was worth 50 cents a bushel at Winnipeg. In 1878 the railway line between St. Paul and Winnipeg was completed cutting a twenty days journey to three. At once Manitoba wheat jumped to 75 cents. Here was the incentive that caused the great wave of immigration that has been flowing toward the west from that day to this.

The Intercolonial Railway was finally completed after forty long weary years, and the Provinces down east by the Sea, has some reason to look to their sister provinces as their greatest interest rather than to cast their eyes across the boundary line. In 1886 the C.P.R. was completed and the nation linked from sea to sea. This was the firm basis for a united country.

The Dark Years

But Canada was yet to suffer her dark

Street in Winnipeg, to-day, looking from the same standpoint, showing the changes of thirty-six short years.

Winnipeg from St. Boniface Ferry Landing—a few years after Confederation.

years. In 1873 the great boom built up on speculative activity in the United States, and in a lesser degree in Canada, burst. Canada who had been boasting herself in some of her growing industries looked into the face of calamity, and shared in the almost world wide panic. Her business was almost at a standstill. Of her grazing industry little remained in that year not a beast was shipped to the Old Country.

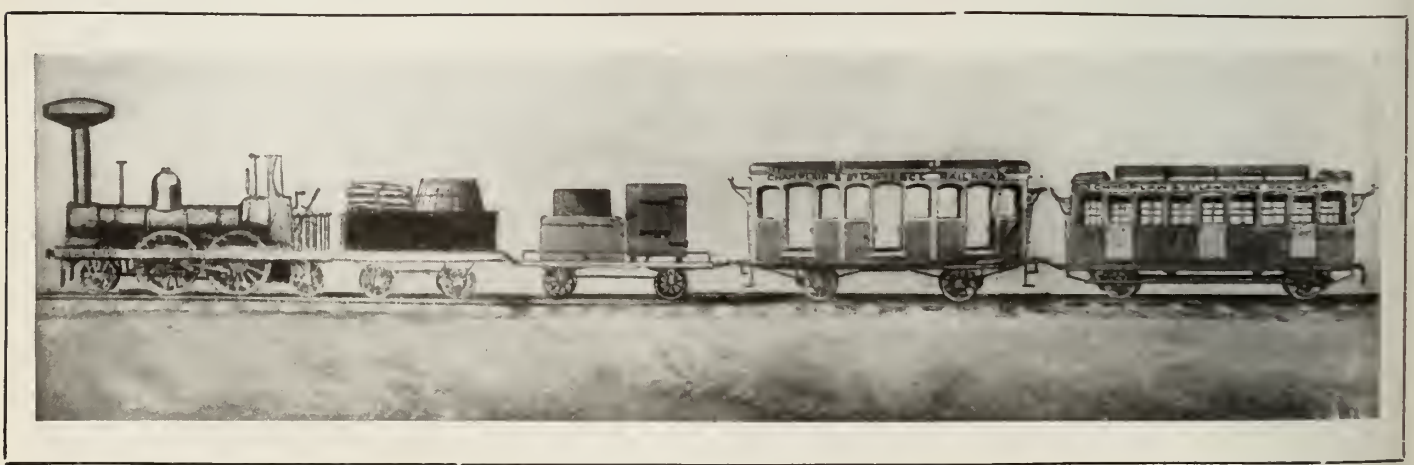
The shipping industry, and the lumbering industry that had been the backbone of her trade languished for lack of purchasers. She was a nation rich in material that found none to take her wares. So the dark years from 1873 to 1878 dragged on. With the latter year there dawned an era of returning prosperity which Canada was quick to feel. Demands for lumber and grain became greater every year. Foreign trade that had declined by more than a third of its volume began to recover. The cattle industry that had been practically dead, in 1880 shipped 30,000 cattle and 100,000 sheep to the United Kingdom, while from the 500 cheese factories that had sprung from the first factory in Oxford County in 1864. There went 40,000,000 pounds to the Old Country in this same year. The fishing industry that at talled only 9½ million increased to 12 million. The deep sea Lobster fisheries were discovered and became a mine of wealth, the great wealth that lay in the waters of the western coast began to be understood and the canning industry began to be a real factor.

Canada Comes Into Her Own

It was not until 1896 however that Canada swept into the full blaze of her prosperity. The Canadian West was the new Eldorado. Reckless farming had exhausted the American wheat lands and new sources of supply were needed. This was Canada's opportunity. Men and money were plentiful and the hey-day for Canada began. The tide of immigration that seemed to have set away from Canadian shores, turned again. This tide of immigration from the United States alone reached in 1897 to 9,000, and by 1917 it had mounted to 133,000 while in the period covered by these two dates there had come to her shores. 221,402, the great bulk of these being of British or American origin. Here is an astonishing indication of the pulling power of opportunity backed by good advertising.

Hamilton, James St. S., 1861 and to-day.

In these past fifty years Canada has the beginning of the dark years had tostepped out of her swaddling clothes into real nationhood. And standing here in the din of these troubled years Canadians can not only look back on the past half century with pride, but look forward to another half century with a confident hope and expectation. Tried in the tragic fires of war, made strong by struggling years she takes her place among the nations on an even footing. Whatever is before the world in the aftermath of war, this is certain, that Canada has a great place to fill, and it is the confident belief of all Canadians that she is able and worthy to fill it.



Canada's Earliest Railway Equipment.

DEVELOPMENT IN APPAREL SINCE CONFEDERATION

Things We Now Regard as Commonplaces Were Unheard of When the Provinces United—The Change in Men's Suits—Value of Dress More Than Ever Appreciated.

WHEN old Rip-Van-Winkle waked after his protracted sleep, he found things mightily changed; but had Rip postponed his snooze until the nineteenth century, and dropped off in Canada at the time the various provinces were federated into the Dominion of which we are all so justly proud; and had he awakened now, when we are celebrating the fiftieth anniversary of that federation, think what his feelings would be.

He would see trains, the like of which were unknown when he fell to sleeping. He would see cars running without any apparent motive power—cars with tentacles reaching up to overhead wires. He would see carriages — colossal carriages rushing through the streets—pulled by no horses. He would, looking up, behold ships of the air, flying as the birds fly, only higher, swifter, with greater control.

And about him Rip would see men—many in khaki, the meaning of which he would not know. He would see other men appareled in strange garments. "I wonder how these changes came," he would mutter.

Perhaps it will do us good, at this time, to put ourselves in the mental position of the said Rip, and consider the changes which have come in men's dress since our provinces became welded into a nation. They have been remarkable changes. They make us wonder what may be in store during the next half century.

Let us consider one line of clothing at a time.

"Ad wad same power the giftie gae us
Tae see oursels as ithers see us."

So wrote the immortal Bobby Burns on no greater a subject that "A flea in a ladies bonnet."

If such a sordid sight could so inspire the great Scotchman, I, perhaps we, of somewhat lesser talent, will be permitted a word or two on the uninhabited male hat. Ah, if we could only see ourselves as we will look a few decades from now.

Just look back on the straw hat styles. Look back. But perhaps you can't remember anything very definite except the neat—clean cut style illustrated herewith. Perhaps, thinking this is what we sell, we grow complacent. But should we. We probably were just as self satisfied say 20 years ago—but look at the illustration of the straws we sold and wore then.

Can such things be, you say. No they can't be, but they were. There is all the difference in the world in the tenses What is seems natural, graceful—handsome perhaps. What was is apt to appear absurd.

But journey back yet a little further. Lo, gaze upon Father as he appeared in 1880. Who shall say after this that the

The Straw Hat of to-day.

former days were better than these.

Styles are said to go in cycles of ten years. This 1880 show therefore has seen almost four such cycles. Praise be it hasn't repeated yet. Perhaps in even showing the style we are running the risk of reintroducing it.

The Felt Hat Story

In felt hats there are no such outstanding changes perhaps, to be noted.

The Straw of 1895.

And after noting the hat note father's sporty tie. Loud patterns, such as those now worn were to be seen in those early days of our national life.

There is of course the general growth in favor of the soft hat. Years ago it was almost unknown. When Sir John A. Macdonald and George Brown buried the hatchet—temporarily—to unite the various provinces into the Dominion, they, and their associates were wont to wear stiff high hats. And a high hat was a high hat in those days—from 9 to 10 inches high. It might be of black or grey fur, but it always was stiff and high.

But, with Confederation, new light naturally came—hence, perhaps, the gradual reduction in the height of hats—and later on the introduction of the soft style, of late years destined to become so popular for all but the most formal wear.

In fur hats, as in straws, however, there were models introduced which now appear absurd—the very Charlie Chaplin's in hats. For instance about 1880

Father's hat in 1880—*Also Note the tie.*

there came the "Oscar Wild." Poor Oscar was being blamed for so much just then that probably it was thought he could bear up under the weight of this hat. Certainly it offered scant covering for his ample brain.

The Striking Model

The crown of the hat was about three inches deep, no higher than the ordinary straw sailors but with the usual round form, the same as the modern Derby. The brim on the other hand was extremely wide, somewhat in the style of the modern "Charlie Chaplin."

Look over the style as roughly illustrated here. Do you remember it you older friends? It will be an eye opener to you of a younger age—make you more pleased, perhaps, to come in one of Sir Robert's early classes.

By a gradual development from this freak we went to the other extreme, so that sometime about the year 1890 men were wearing hats in Derby styles about five inches deep with narrow brims, about one and a half inches wide.

This was a bull dog sort of style. Our memory is that it endured but a short time. However short it was too long—though this hat may have been welcomed in those early days. Indeed, thinking more along this line we believe the style must have found friends, for did it not come back—though perhaps in slightly modified form, about 1899?

Development in Caps

Caps like hats have had their changes in the last 50 years. Our grandfathers in Canada, wore the old-fashioned knitted woollen toque, to-day we wear caps,

The "Oscar Wilde" of 1880.

the like of which we have never seen before:—large patterns, fancy checks, large peaks and such fancy linings and exquisite manufacture that prices are paid for them to-day, which some of our ancestors would have considered big enough to rank as a first instalment on a vacant lot.

Some of the greatest cap makers come from Poland. In fact the founders of two of the largest cap factories in England were refugees from that country, whose families worked all day making caps, which were sold on street corners in London at 1/ each in the evening.

The progress of the cap in Canada was gradual up to two years ago, when it was seen that the Felt Hat Manufacturers were experiencing trouble for the lack of materials which enter into their poduction, and prices had to be advanced out of all proportion to what was considered "value" by Experts, with the result that the retailer had to fall in line and charge more for hats to the consumer. The result was that thousands

The bull-dog style of 1890.

of young men decided that under these conditions, a cap "would do," it would not break, and it would not "break" the purchaser.

HOW CLOTHING STYLES HAVE MOVED ALONG

At a meeting of designers, some little time ago, a question arose as to who really creates the styles. Then up rose one of those self-abrasing fellows, and said: "Style drawings are put in a barrel, as they are used. Eight years fills the barrel. It is then headed, turned on end, the bottom knocked off, and lifting out the first style drawing we get the new thing for the coming season."

Clever—but, well we beg to differ, and we submit as an evidence the sketch of clothing styles which are reproduced herewith. Rough they are, undoubtedly, but they indicate the development since Confederation, and we fail to see any great repetition—the turning of the barrel is not in evidence. It is true that some features rise and wane, then rise again, but generally the styles in men's clothing have shown quite remarkable changes—unnoticed from year to year, but standing out clearly in retrospect.

Notice grandfather as he appeared about 1847 or 1850. The silk hat—which was a real hat—is about the only thing most like the corresponding article of to-day. Unless it is the black stock tie, which is now reappearing to some extent. At least we believe we have seen it worn by some movie actors—and when they were depicting modern day scenes, too—not "colonial stuff."

The trousers are worth noting. Full, of light material, guiltless of any crease, almost covering the shoe—they resemble the modern trousers only in that they fulfill the same general function — they differentiate us from the Highlander. Then, and for many years after, a crease in the trousers was taboo. It was bad form—really wasn't done, you know. Why a crease bespoke "store clothes"—ready mades—"hand-me-downs," they were then disrespectfully called—clothes which had become creased through idling too long on the dealer's shelves.

Notice the development as shown in the accompanying illustrations. See the somewhat narrower trousers as used in 1873, and the different hat.

And then observe the style of 1886. Looks like a coachman's livery, minus the boots, doesn't it? Minus also the tight trousers of the coachman. But so attired 31 years ago, Father was distinctly correct. Doubtless, the wide, stiff shoulders did not worry him—nor was he choked by the skimpy, pinching lapel.

What was the use of wearing a shirt with such a high closing coat? Little wonder that "dickies" were worn, and that ties received but a fraction of the attention they now get from this trade.

All the way up it will be noted that the sleeves have been very large, and especially full at the top. This tendency was still noticed in 1890, though in other ways there was then a reasonable turning toward the fashions of to-day. The trousers were still light, full, and uncreased. The coat was still cut high, but not so high as at present.

But, on the verge of the new century we see the sac coat. Doubtless it was worn before, but it must not be thought the styles depicted were only styles for dress occasions. No. They were the styles worn by many—by the well dressed—for street wear.

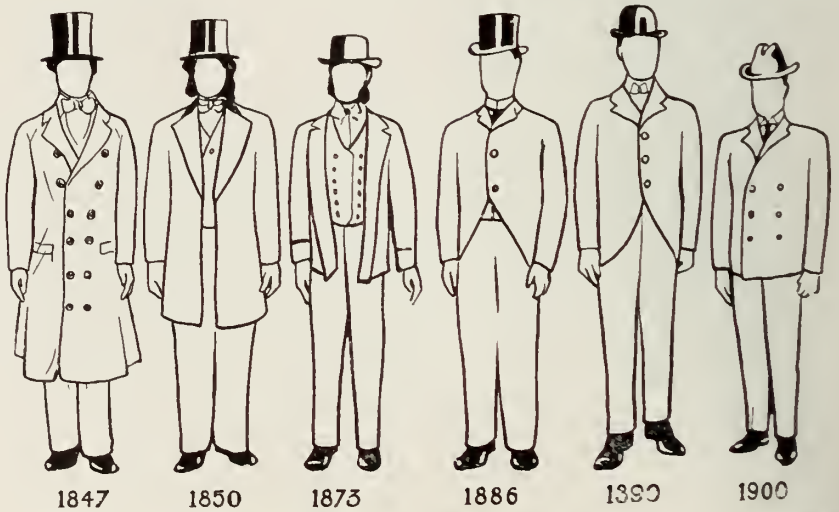
Some of us will remember the style of 1900 pattern than those of earlier years —though the writer distinctly recalls the style of 1886 as worn in 1812—by an editor. But it is only with the few that a suit of clothes is regarded as a perennial. Hence, the 1900 style is the first many of us will clearly recall. Do you remember the padded shoulders — the huge width of the coat and the general square appearance given? A terrible thing was this style—in retrospect. Doubtless at the time it was regarded as very fine.

And note in this suit the entrance of the creased trouser. How it first made its need felt is unknown, but certain it is that less than 30 years ago the crease was the stamp of the poor relation—the kaliope announcement of the Country Cousin.

So far we have seen nothing of the cuff trousers. No wonder. It wasn't heard of in these early days. A turn-up was permitted on rainy days, but only to keep the trouser edges out of the mud. There was a good deal of rain some years, however, and little by little people came to regard the turning up with favor. Finally, about 1904, young men would keep their trousers turned up. You may remember the derisive phrase, then applied to these pioneers of the cuff trouser—"It's raining in London."

Finally, in 1905, the writer believes it was, Summer trousers were made with the cuffs. They were long, whereas the present cuff trouser is short. They had a wide cuff. whereas the cuff of the year is narrow, but then came the cuff.

So we have advanced. At present, de-

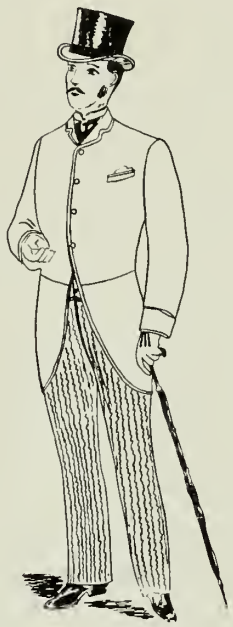


Note the development in men's clothing styles as depicted by old cut of Hobberlin's

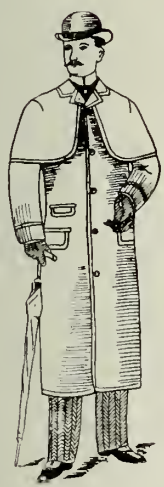
STYLES AT TIME OF CONFEDERATION —AND SINCE

Frock Coat Spring 1874
Extremely wide Lapels.

1884



Cut-away
1885



1885

Fig 1
1873
Checked Trousers
Winter Season

Fig 2
1873
Striped Trousers
Winter Season

Spring and Summer 1874

signers are busy planning for the future —estimating what will please. There is a tendency to look with favor on roomier clothes than those of this year. U. S. designers speak of styles following military lines. Canadian designers, however, who have made clothes for soldiers back from the front, claim these men want to get as far away from military clothes as possible. When Uncle Sam's men forget the glamor in the bitter realities of trench warfare there may be found there a turning against, rather than toward, the military styles.

BOUGHT SHIRTS BY WEIGHT IN EARLY CONFEDERATION DAYS

In the early eighties, practically all the shirts which were sold were the ordinary white open back stiff bosom style, made with different kinds of reinforcements on the backs and fronts. Indeed features of this kind were the main selling points at that time, and all shirt salesmen carried a counting glass to examine the qualities and weights, this to the end of securing orders against competitors.

Would Weigh Before Buying

It is hard to believe, in view of the present conditions, how shirt sales were often secured in those days. One manufacturer, for instance, then a salesman, states that often merchants would weigh the shirt offered for sample on an ordinary store scales. If the sample shown was heavier than the shirt which was in stock at that time, the order was given, if not, the order was lost.

No wonder, in face of this practice, that it was then the custom for shirt manufacturers, in order to make their shirts as heavy as possible, to rub heavy starch into the sleeves and bodies.

In these early days price was an exceedingly important point. The great aim of all manufacturers was to see how low they could quote for the different qualities. And so, from year to year, shirts diminished in size, until some makes—so it is stated by men who remember to their sorrow—were so small in the bodies that it required a contortionist or some one similarly gifted to don the garment.

A far cry, surely, from those unhallowed days to these when the coat shirt is in universal favor.

When colored shirts were introduced well over 20 years ago, they were made open back with stiff bosoms, and there were three collars and a pair of separate cuffs given with each shirt. This was gradually reduced to two collars and then one collar, and finally collars and separate cuffs were done away with altogether. In the meantime, the shirts were made open back and open front, the openings being the depth of the stiff bosoms. Gradually the open front shirt replaced this style, and about 15 years ago, the coat shirt was introduced, but did not find much favor for a year or two. Eventually this style was adopted exclusively, and has been in vogue since that time.

Coat Shirt Unwelcomed

Like the combination or union suit underwear the coat shirt had to fight its way. It was probably first made by F. R. Tripler Company of New York but they made it only to order. No manufacturer, even 15 years ago, was pushing, or carrying, such a line.

Looking back you will recall a tab which had its place at the bottom of each shirt bosom. This was for the supposed purpose of holding soul and body —to wit shirt and trousers—together. To prevent the human house being divided against itself, for as you will remember Lenim pointed out, a house so divided Could Not Stand. Well this tab was seldom buttoned to the trouser top. Indeed it became much like an appendix—a useless thing, and it was cut off about the time that the first appendix was similarly treated. So was the world developing.

Enter the "Jacket" Shirt

Well, the passing of that tab at the lower extremity of the shirt bosom, cleared the way for the coat shirt, or the Jacket Shirt as it was first known. The coming of the coat shirt has made dressing a comparatively easy exercise —its child, the soft shirt, has made life much freer. This child arrived close on the heels of the coat shirt. Indeed in those days about 5 years ago more was happening with regard to shirt development, than perhaps has happened in any like period before or since.

The French Cuff

Another development of that decade was in the cuff. First the French soft cuff made its appearance.

For two or three seasons it was worn by those not afraid of something a little extreme. Then it was replaced by the soft single cuff. But a demand arose for the double cuff again. It was reinstated, only to find, about 5 years ago, a body of pessimists predicting that the French cuff had had its day. Had! It had only begun, thank fortune, and to-day, according to one leading authority "the coat shirt with soft front is almost exclusively in demand, the ordinary stiff cuff being not more than 10% of the total sale of colored shirts. Moreover, owing especially to the demand there is for silk and silk mixture materials for shirts, it would appear that this style will prevail for some time to come."

The sport shirt, of course, is a product of the last few years—having grown out of the desire for something different for outing wear. It has reigned a big favorite, but has come in for some criticism because it has, too often, been worn on occasions for which it was never fitted, nor intended. Perhaps the sport shirt is experiencing a decline of popularity, but after observing what happened when the passing of the French cuff had been predicted, we hesitate to comment ourselves.

Overalls At Confederation

With industries running, in many cases, 24 hours a day—with new industries, such as shipbuilding, coming strongly to the fore—the demand for overalls grows greater daily. But what of the overall in our father's days? Did the styles resemble those of the present?

Well hardly. In fact at the time of Confederation, overalls were practically unheard of in Canada. Some may think the overall had not then been invented. Frankly the writer thought so, but investigation has proved this to be an incorrect idea.

About 30 years ago, a man named Grant took out a Canadian patent on something approaching the modern overall. He tried to have the patent approved also in the United States—was particularly anxious to do this as one firm. These offered 10c a doz. royalty and guaranteed sales of 10,000 doz. a week. But a search of the records revealed that in 1743 there had been patented something called "Bradley's pantaloons for workingmen and sailors." This patent of course had been taken out in England, but it somehow spoiled the American right of Mr. Grant, and utterly upset that bonanza of 10c per dozen—with the guarantee.

"Bradley's pantaloons for working men and sailors" were of course vastly different from the overall of to-day as far as material went. They were made of tarpaulin. The general idea, however, was the same.

Developments Only of Late

White, as the foregoing will indicate, overalls can trace their lineage back to the century before Confederation, it yet remains true that previous to ten years ago, the only overalls in general use and distribution were very narrow, stingily cut, flimsy affairs.

The standard high grade guaranteed overall such as is worn throughout Canada to-day, was an innovation. Previous to its coming the merchants throughout the century were convinced that no man would pay more than a dollar for a pair of overalls, and the popular prices prevailing were 50c and 75c per garment.

The change that has been wrought in public opinion has been due to the perseverance, and publicity methods of a few manufacturers who have first educated the merchants, and then in turn the consuming public, until to-day fully 75% of the business is done on the high grade, guaranteed line of overalls.

There will of course always continue to be a more or less restricted sale for the cheap lines of overalls, and in this connection, it is interesting how geographical location plays a part in this. In the western farming communities

they want the best regardless of price, and among the northern miners the same holds true, In our eastern manufacturing and farming centers, great care seems to be exercised in buying, and often times a cheap price will count where quality will not. In Quebec, among the French speaking people the cheaper line seems to predominate. Even in this territory however, there are large quantities of high grade overalls sold, and no doubt all will soon learn that the cheapest is the poorest, and that the best is the cheapest in the long run—as other communities have learned from the lesson of experience.

At first, evidently, the overall was regarded merely as a garment to be donned when some particularly dirty work required doing. That it would reach its present position, as the daily covering of the mass of workmen, as the ever ready friend of the automobilist and amateur horticulturist, as the protection of women s as well as men's apparel, was certainly unthought of even a decade ago.

THE COMBINATION SUIT HAD TO FIGHT ITS WAY

And consider the use of Combination suits—a commonplace in the trade now but it was not always so, not by any means. There was a hard fight waged to get men to take up this comfortable, sensible garment.

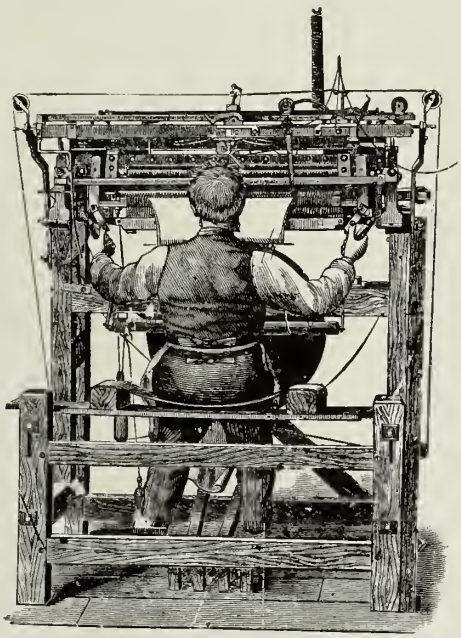
Indeed only within the last fifteen years has the Combination suit become established.

A word or two on underwear by Mr. Chas. Turnbull of Galt, whose father was manufacturing the line 60 years ago, will be interesting:

"It is rather difficult," says Mr. Turnbull, "'to say when the demand for Combination suits became noticeable, but I would say about ten years ago. The writer's father who was in the Full Fashioned underwear business in Galt about sixty years ago, made men's combination suits at that time on the old hand frames, but only for individual orders. Women's, boys' and girls' combination or dresses (which was the trade name at that time) have been made by us in fair quantities for the past thirty years, and in Scotland, men's, women's and children's have been made for probably seventy-five to one hundred years. In Great Britain, the men's combinations are nearly all knee or kilt as they are called there.

"It was a difficult matter here to get men to wear union suits or combinations, as they were thought to be only adapted for and worn by women and children This has been the principal reason why they were so slow in appealing to the men.'

Since then not only has the combination suit got almost a strangle hold on the trade, but light, almost transparent



A hand machine used for making underwear in The C. Turnbull Co. of Galt before Confederation

underwear has been introduced for summer wear—introduced and popularized. It reigns supreme for June, July, August and September wear by practically all young and middle aged men.

GREAT CHANGES IN OTHER LINES, NECKWEAR, SUSPENDERS, ALL DEVELOP

It is impossible to deal here with all lines of apparel. But those not mentioned in detail show like marked changes. Take ties for instance. The fathers of Confederation wore mighty attractive neckwear—black stocks which added greatly to their dignity. But for them there was no such variety as now exists. No bias ties were then heard of. No, these were to come only in the last quarter century, following the advent of the made up four-in hand, now happily relegated to the back concession. The fathers of Confederation had no chance to wear the large ascots which came with such a rush about 15 years ago. They never had the comfort of the stock collar and ascot tie, also introduced for sport and Summer wear, some 15 years ago—a tie, by the way, which it would seem might well be reintroduced now. The ladies are getting back the stock this year, and are looking mighty sweet in them—why can t the men have these again? They're comfortable and attractive. A few officers are wearing them. A few horsemen still use such ties. Why can't those of us who aren't officers and who don't own a horse, and who wouldn't know what to do with a horse if we did own one—why can't we have the privilege of wearing such a sane and pleasing bit of neckwear?

Then think of our garters. In days of old our underwear held up our socks. So all was well. But enter the knee length underwear, and at once came the need of garters. Now we have these in many shapes—and greatly have they added to our comfort. Another development this, since Confederation—indeed since we celebrated the Dominion's Silver Anniversary.

And suspenders. Oh yes, the fathers of Confederation used these—galluses, some of them called these worthy articles. It was a good enough name too for the heavy, unresilient article of the day. But development was needed. Men wanted to go without coats. If we remember this practice of going without coats in Summer weather became recognized as a respectable thing to do—on informal occasion at least—about 1895. The practice grew more common, and out of the practice—to aid popularize the practice—grew the coatless suspender.

Greater Importance of Clothing

So it has been. One change in men's attire has led to another until to-day a man's equipment is important as never before.

You remember a famous King, called, "the Finest Gentleman in Europe," was described as follows: "First a coat, then a waistcoat, then another fine waistcoat, more fine waistcoats, and then—Nothing."

Well, dress in those days was important to the few. Now it is important to the many. And has this recognition of the importance of good clothes brought with it any effeminization—any deterioration? From the far flung battle line of the world's greatest war comes the answer.

TOO LATE TO CLASSIFY

TRAVELLER WANTED

TRAVELLING SALESMEN WITH CONNECtions in men's stores in Ontario east and west, Quebec, Maritime Provinces, to sell, as side line, snappy line of men's novelty jewelry; something different than ever shown in Canada. Liberal commission to live man. Samples require little space. Communicate full particulars with Box 200, Men's Wear Review.

Established 1875

The Home of "Wearbetter" and "Art Kraft" Clothes.

Sherbrooke, Que., Canada.

Eight years after Confederation

the late Walter Blue established in Sherbrooke, P.Q., the Wholesale Clothing firm which still bears his name.

In those early days both the men's and boys' suits were in styles very different from those which now prevail —but then, as now, the effort was to

Give the Maximum of Value in Goods, Workmanship and Style.

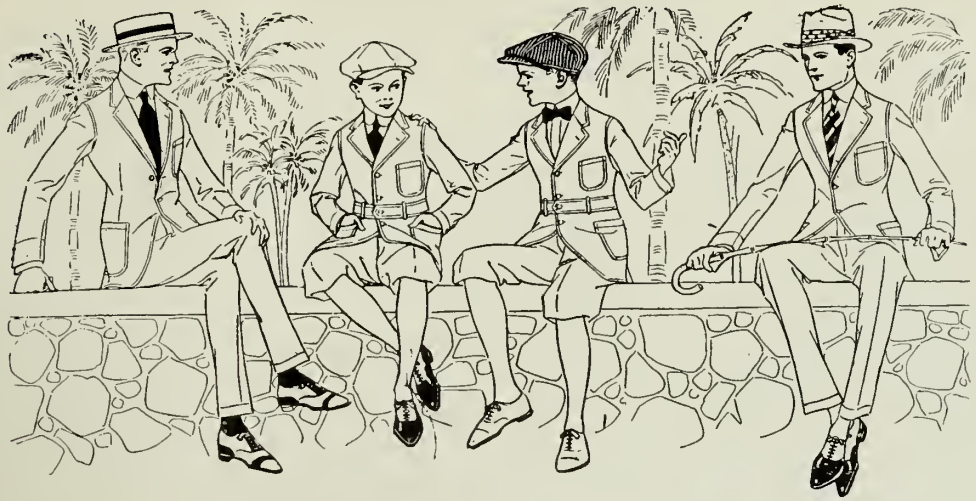
So has the business been built up.

At present Walter Blue & Co., Limited, is a joint stock company, controlled by the Blue family, with J. H. Blue, son of the founder, in charge as President and General Manager, and F. H. Baldwin holding the posts of Vice-President and Secretary-Treasurer. So pride in the product is still a family matter as it was in those early days of 1875.

WALTER BLUE & CO., LIMITED

SHERBROOKE, QUEBEC

If any advertisement interests you, tear it out now and place with letters to be answered.



Unequalled Values in Men's and Boys' Clothing

The close personal touch of those interested in a concern is full of significance. It means an adherence to policy, to principle. It means maintenance of quality.

"Every great business," it has been said, "is the lengthening shadow of a single man." So it is with this large Sherbrooke firm.

With the passing years styles have altered, but sources of supply for raw materials have remained largely the same, and by reason of its long connection with these the securing of cloth under the present difficult circumstances has been made possible for Walter Blue & Co., Limited.

So in the

"Art Kraft Clothes" FOR MEN. and the Wearbetter SUITS FOR BOYS

the best in fabrics has been given. Designing has received the most careful attention, *so that the styles and workmanship have kept in.*

WALTER BLUE & CO., LIMITED

SHERBROOKE, QUEBEC

If any advertisement interests you, tear it out now and place with letters to be answered.

ESTABLISHED 1859 58 YEARS AGO

Ceetee

THIS TRADE MARK IS ON EVERY GARMENT

LOOK FOR THE SHEEP

We have made only highest grade knitted underclothing ever since. Who is there in Canada does not know of the famous "CEETEE"

Sheep—the emblem of the pure wool underclothing that will not shrink and that has no superior for quality, either domestic or imported.

IT IS HIGH PRICED BUT CHEAP

Turnbull's

The C. Turnbull Company of Galt, Limited

GALT, ONTARIO

Stifel's Indigo Cloth

Standard for over seventy-five years

For Men's

Overalls, Jumpers and Uniforms

and

Miss Stifel Indigo

the kid glove finish cloth for women's

Overalls and Work Clothes

Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the women's work garment business.

Manufacturers, Dealers, look for the boot trade mark on the back of the cloth when buying—it's your guarantee and your customer's guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.

STIFEL'S REGISTERED

J. L. STIFEL & SONS

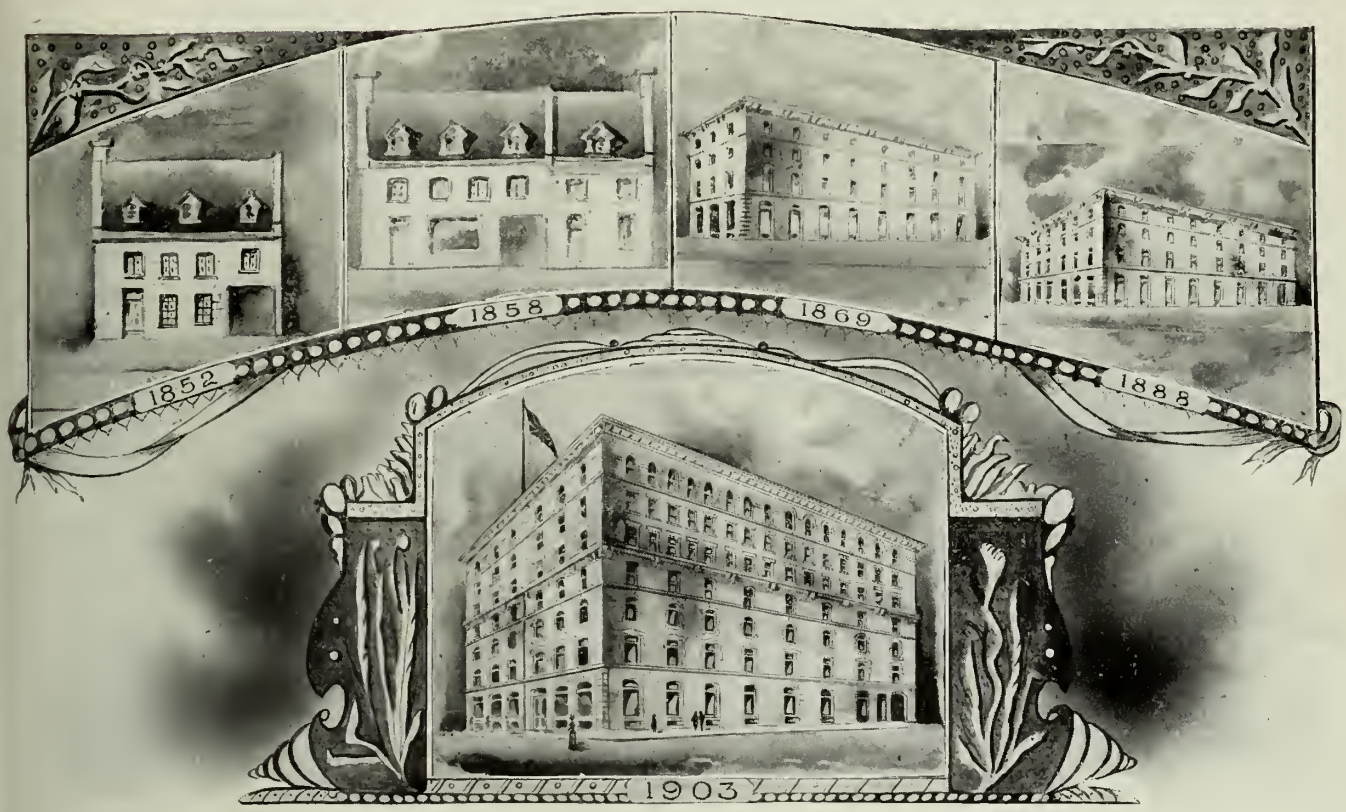
Indigo Dyers and Printers WHEELING, W. VA.

NEW YORK.....260-262 Church St.
PHILADELPHIA.....1033 Chestnut St.
BOSTON ..... 31 Bedford St.
CHICAGO.....223 W. Jackson Blvd.
SAN FRANCISCO
Postal Telegraph Bldg.
ST. JOSEPH, MO....Saxton Bank Bldg.
BALTIMORE..... Coca-Cola Bldg.
ST. LOUIS..... 928 Victoria Bldg.
ST. PAUL. ..... 238 Endicott Bldg.
TORONTO .....14 Manchester Bldg.
WINNIPEG .....400 Hammond Bldg.
MONTREAL....Room 508 Read Bldg.
VANCOUVER...506 Mercantile Bldg.

Copyright 1917, J. L. Stifel & Sons

If any advertisement interests you, tear it out now and place with letters to be answered.

Here Before Confederation



In 1852 Louis Gnaedinger founded on St. Peter Street, Montreal, the present well-known house of L. Gnaedinger, Son & Company, wholesale distributors of the renowned "Monarch" and "Alliance" derby hats, and also of all the standard lines of soft and straws.

The "Moose Head Brand" of furs is likewise a product of this house.

The commodious warehouse and factory now occupied by this firm is located at 90-94 St. Peter St., Montreal, and is just opposite the old site selected by Louis Gnaedinger, when beginning business sixty-five years ago. The illustrations are an indication of the success and progress which have attended this house.

Louis Gnaedinger, the founder, died in 1880, and the business then passed into the hands of his three sons, Emanuel, Frederick and Theodore, and in 1913, upon the death of Emanuel, his son Victor, in turn, took his father's place as partner, and these are the men at the head of the organization to-day. Thus for three generations of Gnaedingers the business has been carried on, ever more firmly cementing old friendships and creating new ones.

FELTS and STRAW HATS

L. GNAEDINGER SON & CO. - MONTREAL

Fine Quality Hosiery Plus Reputation

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

HOSIERY

The Canadian public know the name. For years they have bought their sweaters by this brand and recognize the face value of the "*Monarch-Knit*" trade mark on knitted goods as a guarantee of quality. They are learning that "*Monarch-Knit*" now applies to *fine quality hosiery* through advertisements appearing in leading magazines and periodicals. Every pair of '*Monarch-Knit*" hose bears the trade mark. It is the constant reminder that the quality is being maintained. The matter of service to your customers is never in doubt, and the future of your hosiery department is safe with "*Monarch-Knit,*" a trade-marked line with an established reputation for quality behind it.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats; Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, Etc.
Also Hand Knitting Yarns suitable for knitting Soldiers' Sox, Etc.

Dunnville, Canada

If any advertisement interests you, tea r it out now and place with letters to be answered.

Our aim has always been to give satisfaction,—

To satisfy merchants, because reselling

THE Lang SHIRT

"The line of unusual value"

assures a satisfied customer—To satisfy merchants by making our shirts according to their instructions.

If you want your own labels, we will put these on Lang Shirts. This will make your label stand for the best in Shirts.

In spite of difficulties, Lang Shirts are available in really splendid color ranges, and in remarkable qualities.

We recommend early buying to insure reasonable deliveries. We guarantee to do our best to meet your needs —and to advise promptly if your order cannot be looked after.

Our aim is to make more friends and to keep the old and the new. In other words, in these abnormal times we feel co-operation between manufacturer and retailer is more than ever necessary.

The Lang Shirt Company, Limited

KITCHENER - ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

CHALLENGE BRAND

"Play Ball!"

To every sport-loving Canadian those words convey a ringing appeal, but to the wide-awake Men's Wear Dealer stocked with a good line of waterproof collars, they convey, in addition, a suggestion of handsome extra profit. An

Arlington Waterproof Collar

will strike the average ball player as just the right thing to have tucked away in case of emergency. Accidents do happen to the most carefully laundered linen collar, and the shrewd "king of the diamond" will readily perceive the manifold advantages of an Arlington or two in his travelling kit.

Suggest Arlington advantages to the ball players of your town and to every man coming into your store. Tell them about the "cleanable collar" that is different.

Stitched-edge full linen finish—
and all the better styles (½ sizes).

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

MAKERS SINCE 1889

THE GROWTH OF FIT-REFORM CLOTHING

E. A. Small Company, Limited, Established Over Thirty Years.

THOUGH Montreal is the oldest city in Canada, and possesses very many old business houses, in the clothing line, none who were in business at the time of Confederation are now in existence. Such old names as Wm. Ewan & Son, J. W. Mackedie & Co., Charles Huston & Co., James O'Brien, S. H. & J. Moss, Evans & Co., H. Shorey & Co., are familiar ones in the early days of the trade, but these have one by one dropped out or been merged into other companies.

Certainly among the first of the old firms still in existence may be mentioned that of E. A. Small & Co., organized in 1886, or over three decades ago. E. A. Small & Co. took over the business of Charles Huston & Co. afterwards absorbing Wm. Ewan & Son and J. W. Mackedie & Co.

The business in its early years progressed steadily in the manufacture of high-class Ready-to-Wear Clothing. In 1898 an important event took place when the company inaugurated "Fit-Reform." This was the first tailor-made clothing founded in Canada, the idea being to give those who desired, garments ready-to-wear equal to those of the custom tailor. At that period this was considered quite an innovation.

In a booklet issued in the autumn of 1898 at the time of this new departure Fit Reform was justified as follows:—

> "Because reform in the fit of Canadian clothing was necessary before gentlemen could wear it."

This booklet also states—"If nine different men including the Short, the Tall, the Portly, the Slender, the Round-Shouldered, the Over-Erect could be rolled into one, each man might thus be fitted with ordinary ready-to-wear clothing."

"As, however, people might object to this process, Fit-Reform has been achieved by the less convenient method of making nine essentially different shapes of clothing, each shape in sixteen sizes to fit nine leading types of men."

Another innovation was the placing of a Fit-Reform price label in the pocket, thus giving the wearer an assured standard of quality at the price.

Since that period Fit-Reform has made many changes progressing with the times.

The original construction of the garments have also met with changes necessary to adapt themselves to the demand of the present day. Another important feature in connection with Fit-Reform was the founding of the made-to-measure system whereby the company's agents throughout Canada fill in a measurement sheet and have garments made to order to the individual taste and measurement of the customer. This special order Department has grown to large proportions.

The unfortunate death by drowning of the founder, Mr. E. A. Small, occurred in July, 1901. This caused the turning of the business into a joint stock company, the late Mr. Duncan MacIntyre becoming President; F. J. Shaw, Vice-President; A. A. Sandeman, Managing Director, and Charles Harrod, Sec.-Treas., the two latter gentlemen having joined the original firm in 1886 and 1888. Mr. A. Small, brother of the late E. A. Small, also joined in 1886 and is to-day Warehouse Manager.

The growth of the firm since its inception has been steady and consistent, with a policy of keeping faith with the public by giving them exactly what Fit-Reform stated they would do through the medium of their advertising. The company has a large number of agencies in the principal centres of Canada, and its reputation is an enviable one in the trade. The present officers are: President: Mr. F. J. Shaw; Vice-President: Mr. J. M. McIntyre; Managing Director: Mr. A. A. Sandeman; Sec.-Treasurer: Mr. C. J. Harrod; Director: Mr. J. J. Robson.

N.C.R. Service a Sign of Success

Before and After Confederation

and a message for to-day

Those of us who can look back to the days of Confederation, re-live as the old associations are recalled.

The store of the early days had many pleasant associations. The wooden Till could tell an interesting story—one which would perhaps reveal human weaknesses, losses to the merchant on account of mistakes, disputes with customers, forgotten charges, etc.

Doing business in an efficient or systematic way was little thought of in those days. The temptation which was placed before employees was criminal.

A merchant of Dayton, Ohio, in thinking of the dangers to himself and his employees because of no system, devised a crude mechanism for registering money. This was the first step from the old-fashioned Till to the present highly specialized Cash Register.

The story of the years of struggle and patience on the part of the founder of The National Cash Register Company, Mr. John H. Patterson, to perfect a register which would relieve the retail merchant of work and worry, remove temptation from his employees, is a most interesting one.

The story of Mr. Patterson's early struggles is told by himself in an interesting booklet—"The Troubles of a Store-Keeper and How to Correct Them." This booklet is of especial interest to every retail merchant. Send us your address and we will gladly forward you a copy.

THE
National Cash Register Co.
OF CANADA, Limited
HEAD OFFICE AND FACTORY:
350 Christie Street - TORONTO, ONT.

The History of the Old Cash Drawer

Mistakes
Losses
Uncertainty
Temptation
Laziness
Carelessenss
Disputes
Customer Dissatisfaction
No records
Overwork
Late Hours
Inefficiency
Small Profit
Stunted Business

The History of N. C. R. SERVICE

No Mistakes
Losses Stopped
Temptation Removed
Accuracy
No Disputes
Customer Satisfied
Quick Service
Correct Information
Instantaneous Audit
Immediate Balance
Highest Protection
Success

A "National" Serves and Protects

If any advertisement interests you, tear it out now and place with letters to be answered.

A Trade-Mark known the world over

The Brand of hat superiority

Christys' Hats are favorites wherever hats are worn

Our values make satisfied customers—the kind that come again

We will send samples, prepaid, of our two best selling lines of Christys' Soft Hats upon request, and will guarantee prompt deliveries. We also feature Stiff Hats. Let us have your inquiries—a post card does it.

Christys' Hats are better to-day than they ever were before, and they always were the best hats ever made.

"If it's new we have it"

You should certainly see our values before placing any further orders. They'll interest you.

Our styles please the hard-to-please

Ansley Dineen Hat and Fur Company

LIMITED

52 Wellington St. West - - Toronto

On our premises our Military Cap Factory is in full operation. Your orders for Officers' or Privates' Military Caps or Covers will receive prompt attention here.

If any advertisement interests you, tear it out now and place with letters to be answered.

Stimulate Your Military Sales

MILLER'S
WALKING BREECHES
FOR
SOLDIERS
All Ranks can wear them in England and at the Front
Buy a pair NOW before you leave they will match your Tunic and cost you less
COME IN AND LOOK
AT OUR FULL LINE OF MILITARY GOODS

Plan now to secure a goodly portion of the increased demand for military lines resulting from the creation of Canada's New Army.

The coming summer and fall will see a marked revival of military activity all over the Dominion. Canadians may differ as to the method of raising new forces but that they will be raised seems a positive certainty.

Arrange now to cater to this new trade by stocking Miller Military Lines.

The Miller Walking Breeches

is a soldier's favorite worth playing up strongly. One of our show cards (here illustrated) will be a big means of boosting your sales in this direction. Immediate deliveries guaranteed.

Miller Officers' Uniforms

are just the line to win the trade of the commissioned men. Correct cut and perfect tailoring. *Our measurement system eliminates mistakes in ordering.*

REGULATION CADET UNIFORMS.

OFFICERS' DRILL FATIGUE UNIFORMS.

KHAKI DRILL SLACKS.

We have on hand for Immediate Delivery.

Write or Wire Orders at Once.

Miller Mfg. Co., Limited

Makers of the Famous Miller Breeches

44 York Street - - TORONTO

AHEAD OF ALL
M Co
Miller
TORONTO

Something Special
in a
Six dollar Summer Suit

Made of fine, soft, mercerized yarn this Beach Model, in natural shade, is the very thing for your Summer trade.

It has the same style and make as the high-priced Summer suits: 3 patch pockets, large inside pocket, extra wide facings. Trouser with cuffs, belt loops and tunnell loops.

Pinch Back Model 50c extra.

We have these suits for immediate de ivery.

WHITE AND KHAKI DUCKS AND DUCK CLOTHING

Miller prices are still 15 to 35 per cent. under present market values, and we have the stock to take care of your requirements. But don't put off your ordering.

Prices are bound to be much higher and deliveries very uncertain on goods out of stock.

Miller Mfg. Co., Limited

Makers of the Famous Miller Breeches

44 York Street, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Taylor-Made

"STOP"

being peeved with cap customers

Here is a new cap case and a handsome piece of store furniture. Displays and keeps in order fifteen dozen caps and will only occupy three square feet of floor space.

It is a pleasure to sell caps from this case, as every cap in stock can be shown and replaced in stock with very little effort. You have no broken boxes, no trouble to find any size or price.

Order one to-day by mail, on thirty days' trial. If not satisfactory in every way it can be returned at our expense. Price $12.50.

The Taylor Mfg. Co.
Hamilton Ontario

It pays to stock these Boys' Bloomers

The Stye, the Fit and the Durability of

Lion Brand Bloomers

have won for them the approval of the youngsters and their parents. Stock up now and make your juvenile department pay better profits.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

FOR THE MILLIONAIRE

Made in Canada — "Everyman's" TRADE MFD BY DAVIS BROS MARK — *For Canadians*

FOR THE MILLION

Summer Pants

Khaki Pants - - -	$1.35 and 1.75
Seaside Cloth - -	$3.50
Striped Outing - -	$4.00 and $4.50

Sort up at once.

We will give immediate delivery.

A few lines of Boys' Bloomers on hand for immediate delivery.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

Seasonable Lines in Stock

Union Suits, B.V.D. style, short legs, sleeveless ....$6.50 doz.
Ditto, elastic web at waist, etc..... 8.00 "
Ditto, separate shirts and drawers.... 4.00 "
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Cashmere finish socks, khaki.....$2.75 "
Cashmere finish socks, black $2.25 and 2.75 "
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"Roslyn" Shirts and Pyjamas.
Plain Cotton Gabardine Trench Coats, lined self $12.50
Shot Gabardine Trench Coat, lined proofed check 16.50
Official Trench Coat, interlined oilsilk, detachable fleece lining 31.50

Complete Range Military Accessories:
Fox's Puttees, Leggings, Spurs, "Soldier's Friend" Polish. Khaki Wool Socks, $4.25 and $4.50; dark and mid-grey, $3.75.

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Young & Rochester's Shirts, Neckwear, Dressing Gowns, etc.
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"Emcodine" and "Aquatite" Raincoats.

Wreyford & Co.

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85 King Street West Toronto, Canada

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PANAMA HATS EXCLUSIVELY

For the Jobbing and
Wholesale Trade Only

Season 1918 Samples Now Ready

Our representative will shortly visit the Wholesale and Jobbing Trade of Canada, carrying our 1918 styles.

Styles, workmanship and prices will please you.

Canadian Panama Hat Company, Limited

Manufacturers, Importers and Exporters

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If any advertisement interests you, tear it out now and place with letters to be answered.

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The Kingston Hosiery Co. was first established, and it speaks volumes for the quality of the underwear we manufacture that to-day, at the Celebration of Canada's Semi-Centennial, our firm is everywhere recognized as the home of reliable customer pleasing underwear.

We manufacture Balbriggan, Wool, Worsted and Fleece in both two-piece and union suits, also Wool Half Hose. Some of our Balbriggan and Wool and Worsted lines have held the public confidence for fully thirty-five years.

Build bigger underwear sales with a stock of these quality lines. A first sale makes a steady customer.

TRADE MARK

Imperial

Kingston Hosiery Company

KINGSTON ∴ ONTARIO

Eye catching window trims and counter displays

Our artificial flowers will add 100 per cent. to the sales pulling power of your displays. Suits, shirts, collars, gloves—any trim whatever will prove more resultful when these artistic flower creations are used.

We carry a complete line of dress forms—the very thing to show those snappy suits up to good advantage. Write for full particulars of our complete stock.

Now settled in new quarters after recent fire—ready for business.

DALE WAX FIGURE CO., Limited

109 King Street East
Toronto, Ontario

Montreal Office
142 Bleury Street

Summer is coming! You will need

Arrow Pad Garters
Arrow Arm Bands

FULL LINE MEN'S AND BOYS' LEATHER BELTS

Ask your Jobber or write direct to us.

ARROW GARTER MFG. CO.
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CANADIAN OVERSEAS BADGES

We are the Largest Makers

in England of Canadian Overseas badges. Since August, 1914, we have cut over 500 dies for the Canadian Contingents.

APPROXIMATE PRICES:

Cap Badges—Maple Leaf, $8 per 100.
" " Numbered battalions. $12 per 100.
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" " Numbered battalions, $15 per 100.
Shoulder Titles—Plain Canada, $8 per 100.
" " Numbered battalions, $15 per 100.
Single numbers, 75c per 100.

We can give immediate deliveries of most badges numbered from 1 to 238. Special quotations on quantities. Write or cable for catalogue.

J. W. Tiptaft & Son, Ltd.
Northampton St., Birmingham, Eng.
Telegraphic Address, "Tiptaft, Birmingham", Cable Code, A.B.C. 5th dition

BROTHERHOOD PROFITS

The Brotherhood line of Overalls ensures you an additional 10 per cent. profit.

Our plan of selling Direct from Factory to Wearer has made this extra profit possible.

Brotherhood Overalls are Union made of only the best denims, Stifel stripes and Khaki drills.

The Brotherhood Line is Complete. Order To-day.

Overalls in six styles.

Brownies—one style—3 colors.

Smocks—3 styles—Indigo blue and fast black denims.

One style Auto Suit, Stifel stripes and Khaki drills —buttons covered so as not to scratch or catch.

Munitions Coats and Mechanics' Aprons.

REMEMBER THE

BROTHERHOOD BUTTON

"If they're Brotherhood, they must be good"

The Brotherhood Line is your guarantee of Quality and Satisfied Customers. Write to-day for our Proposition.

H. S. PETERS, Limited, Welland, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Peck's Caps

The "Noved"

A Popular Peck Cap

Peck's
MONTREAL

Every detail of this stunning Noved Cap is in strict harmony with the most authentic styles for Summer and Fall. A wide range of patterns will give your customers the choice they want.

JOHN W. PECK & CO., LIMITED

MONTREAL WINNIPEG VANCOUVER

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7 TORONTO, JULY, 1917 No. 7

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*

A. B. Caswell, *Montreal Representative.* Norman Mackintosh, *Associate Editor.*
C. W. Byers, *Western Representative.* R. L. Netherby, *Ontario Representative.*

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Milne Crepe Failles

Two of our 62 Ranges of Crepe Failles

Price still $5.50 per dozen

We have such printed Ties, on *Genuine Crepe Faille Grounds* in the widest range of patterns —from the small staples, to the new, large and loud designs.

See all our ranges for the utmost in value.

WILLIAM MILNE

50 York Street - - TORONTO

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VII. TORONTO, JULY, 1917 NO. 7

MORE DEFINITE KNOWLEDGE OFFSETS CONSCRIPTION DIFFICULTIES

LAST month MEN'S WEAR REVIEW *urged the need of some definite announcement regarding Conscription, in order that business general, and the men's wear business in particular, should not be more than necessarily upset.*

Since then has come Sir Robert Borden's definite announcement as to the terms of Conscription—his enunciation of the classes into which the men of the country are to be divided. Yet that Conscription will at an early date become a fact, and not merely a bill noted on the Order of the Day, is far from certain. The measure is not, and never has been entirely free from politics.

But with that side, with the moral obligation as well, MEN'S WEAR REVIEW *has nothing here to do. It is for us merely to consider the measure as it will bear upon conditions in the men's wear trade; and so looking at the situation as it stands at this writing (June 19) we see a much healthier state of affairs than was apparent a month ago. Then nothing was definite. All men under 45 years might, according to the first indefinite announcement, be called upon. None knew for certain who would first be summoned, or when the call would come. As a result many were upset. Dealers lost some business, and some dealers, becoming alarmed, cancelled a few orders.*

Now it is possible to estimate what men will be called up in the first draft. The balance, therefore, do not feel unsettled. They are buying freely.

Indeed the younger men, who come in one or other of the first three classes, have also settled down. They believe, apparently, that they can read the handwriting on the wall. They think it spells at least delay in putting Conscription into effect. So, those who have, in their opinion, good reason for staying in "Civies" are buying freely for their immediate needs. Trade, in short, has steadied down. It seems sure now that any adjustment which may be necessary in the men's wear trade will be quietly made.

And what will these necessary adjustments be?

Well, whether Conscription comes or not—and frankly MEN'S WEAR REVIEW *believes it will come, though not suddenly—there will be a revival in the demand for military lines. Reinforcements for the divisions at the front are very evidently necessary, and the army to make possible these reinforcements will in some way be raised.*

So there is an opportunity to again play up strongly military goods.

Then, the boy as a worker and large wage earner will be more and more a factor. His trade will bear careful consideration.

So will the trade of girls and women. They are doing men's work to a larger and larger extent. They need many lines formerly considered men's lines. They are ready to shop in men's wear stores.

But the most necessary adjustment of all is an adjustment of the mind. One of the most powerful forces for evil is fear. Fear of what is to come will harm many businesses now. Fortunately though, there is much more courage displayed than fear.

THERE IS ON THE PART OF DEALERS A QUIET CONFIDENCE THAT GOOD EARNINGS OF THE MANY WHO STAY WILL MORE THAN OFFSET THE LOSS IN BUSINESS BY REASON OF THOSE WHO GO.

It is this spirit which will win in the men's wear business, and which will do its part toward winning the war. It is the spirit which will enable the men's wear dealer to steady his customers, whose outlook has perhaps been disturbed.

Striking Hot Window

HERE is a window with action. The action of course cannot be reproduced, but as this window really appeared on Kitchener's main street there certainly was motion, although not on the sidewalk—the pedestrians paused to watch.

A motor was placed in the left-hand lower corner of the window, concealed in the picture as in the actual window trim by straw. From this straw a belt ran to the sprocket on a bicycle wheel, suspended in the centre of the window. The tire was off this bicycle wheel, and the spokes all decorated with straw. From some of the spokes extensions protruded, also covered with straw and carrying on their end a straw hat. As will be seen there were many other hats on the wheel and all of these revolved slowly as the motor propelled the bicycle wheel proper.

This display was moving day and night while it lasted. Though cold weather interfered with the sales which would otherwise have resulted, doubtless benefit will come for straw hats, and immediate benefit came in publicity for the store. The trim was arranged in A. Garner's store, Kitchener.

INCREASES UP TO 70 P.C. FOR SPRING, 1918

Doubling in Price of Wool and Labor Advances Force up Cotton Underwear and Hosiery For Next Spring—Doubled in Two Years—A Drop in Buying Expected—Price Comparisons.

THE early returns on prices for the Spring of 1918 are of rather a stimulating nature and so had best be taken in small doses. They compose the strongest concoction that the retailer will have had to hand down to the consumer since the first year of the war. In the language of the small boy, the advances that went into effect last November and December on the lines for the Fall of 1917, were not a "patch" on the rise that will cover the prices for Spring, 1918. To quote again,—and the reader will forgive the slang when he sees the cause of it,—they are "something fierce."

Increase of 66 2/3 per cent His First

Anywhere from fifty to seventy per cent. of an increase will apply to the average case of cotton lines. When the buyer of one of the largest jobbing houses in Canada quoted an increase of 66 2/3 per cent. on a line of balbriggan that he had just bought, over the price for the same number of one year ago, Men's Wear Review searched around for proofs from an actual quotation. And found them at a manufacturer's agent's, and not the same one who had sold to the jobber. Here are a few typical comparisons between the prices that were in effect for the Spring of 1917 and the new ones that have been opened for next season:

Line	1917	1918	Increase
Balbriggan	$3.25	$5.50	69%
" Combination	6.50	11.00	69%
Mercerized (white) .	6.75	11.00	63%
Merino	4.50	7.35	64%

All of these run over 60 per cent. of an advance and two are close to seventy.

"Our whole list is on the same basis as these samples," was the cheerful information vouchsafed by the same agent of the mills.

Doubled in Two Years

To understand the full extent of this increase it is necessary to look at the price that was charged for these lines before the increase in raw cotton and wages acted together two years or so ago. The $3.25 line originally sold at $2.25, making an advance of 44 per cent. one year ago, so that the total increase for the two seasons works out at exactly 120 per cent., or more than double.

A buyer figures out the average advance on prices over a year ago as 50 per cent. from the lines he has seen so far.

Holding Back Quotations

The mill whose quotations are given above is an exception to the rule that the most of them have decided to hold back the opening of the new prices until the first of July or even later. This as a matter of fact was the usual practice until two or three years ago when they started giving spring prices early in June. The raw market is so uncertain, however, as is the element of labor, that many will delay as long as they can. This is the decision of a number of the mills in the United States.

As readers of Men's Wear Review are aware, the mills were forced at the end of 1916 to limit the size of the order they would accept from the jobber and the retailer, as their output would be curtailed by conditions and the demand they knew would be tremendous from those who felt it was only wise to stock up in view on the almost certain further advances that were to come. The same condition will be met with for next Spring.

Deliveries Much Earlier.

Not only, however, will labor operate in this way to prevent the mills working to capacity, but they are not willing to accept orders for delivery at the regular season, that is next December, January. February and March. The price risk is too great, and if orders are large, the regular conditions of late delivery are too serious to be entertained. The mills do not want to stock up with cotton at the excessively high prices that are being asked at present and carry it for months, and in addition, cancellations are feared from the retailer if he loads up and later finds that the high prices are going to operate against disposing of all he bought.

June Orders Delivered in October

"Ordinarily we could get the mills to accept orders in June for goods to be delivered in December and up to February, but we have heard from some stating that they will not accept orders except for delivery a few months ahead, and that June orders must be delivered early in the Fall, and that orders for the later delivery must wait until September or October before there will be acceptance," said a well know representative of several mills to Men's Wear Review. In other words, the manufacturer will force the wholesaler and the retailer to bear some of the cost of holding high priced stock over for the months that intervene before the consumer pays for the goods.

A United States manufacturer wrote a Canadian representative noting that he had accepted orders for Spring goods with delivery in December and warned him that it must be October.

Even at present high opening prices the mills as a rule insist on every order being confirmed at the mill before it is accepted, in quantity as well as price. This is not unprecedented, and was the standing order of a few mills months ago, but is very unusual with opening prices. It is probable that with the raw market in the condition it is at present that this will be an almost universal practice.

Will Lose If Cotton Holds at 25 Cents

A manufacturer of underwear writes that if raw cotton keeps at the 24 or 25 cent mark, as it was at the time of writing, he would lose on every garment that he had sold so far for next Spring. Some manufacturers are looking for it to go as high as 30 and even 40 cents. If so, no one living is in a position to predict the height to which prices will soar.

Some of the causes underlying the excessively high prices for next Spring will be familiar to the merchant; some of them, especially the exact rise in raw cotton, may not unless he has been following the subject closely.

In the early stages of the war with the European markets cut off to a great extent raw cotton was on the sliding scale and went down to just above 7 cents a pound. That was a little over two years ago. Late in the Fall of 1915 it began going up a little and by the Spring of 1916, one year ago, it was slightly over 12 cents. To-day it is around the 25 cent mark and has been 25½.

From 7 cents to 25 cents

Figure this out. The prices for last Spring were worked out on the basis of an increase in the price of cotton of some four cents a pound, with advances in labor working also to a certain extent. For next Spring the advance in raw cotton on which present prices must be made is not another four cents merely on the top of last year's rise, but a total of 12 cents over the price of a year ago, or the advance covering the prices for Spring 1918 is three times as much as the advance that confronted the manufacturers one year ago. To this must be added a far greater increase in labor than one year ago, and practically everything else. What wonder then at the prices that are being asked?

Wages Up Up, Production Falls

Here is how the labor problem is working out as one representative of a mill described it to MEN'S WEAR REVIEW:

"There are cases where the operators in the mills that received $15 a week before the war are receiving regularly $30 a week now and have gone up as high as $39 on overtime. Taking the average girl who turned out 100 dozen and received $10 a week. We increased her wages thinking that she would make $12 or so and would turn out the same amount, 100 dozen. As a matter of fact our experience in a number of cases was

that the girls were content to earn the same amount as before and were turning out only 80 dozen. The production dropped, so we had to change the system and try what offering premiums would do, and find that this has succeeded pretty well."

Every one in the wholesale trade realizes that the high prices will cut down the buying materially for the retailer cannot afford to stock up and pay for goods, especially as the delivery, and consequently the payment, is set farther in advance of his own selling season. So he will order for two or three months where in the past he has been accustomed to cover his requirements for six months at a time and eight or ten, as has been the case with those who stocked up a year ago or more, both in the summer and the winter lines.

Many Retailers Stocked Up

The buying will be lighter for another reason: it is known that a great number of the retailers are stocked up pretty well for a year ahead both in the lightweight and heavier goods. This will make it easier for the mills to fill the orders than a year ago, and for the retailer who orders later to get the goods, as he could not do in a great many cases this past year.

Prices Will Go Higher

But the disadvantage in delay will be that the price will be jumped with the first considerable advance in the price or raw cotton, for the most of the mills are not covered and will not take the risk to cover in the raw markets with the doubt that will exist as to the amount that will be taken by the trade this year.

HIGH PRICES IN U. S.

Cost of Making Now is 15 to 20 Per Cent. Over Last November—Balbriggan Prices in July

A TRADE report from New York gives some interesting information: Jobbers are complaining bitterly about delayed deliveries. There has been considerable disturbance in the market on this account, and manufacturers have come in for criticism. In view of the existing conditions, however, it does not appear that the mills are in any way to blame. There is not sufficient yarn to supply the manufacturers at present. The latter have very limited stocks on hand and spinners appear decidedly reserved about taking on contracts much beyond July. As one selling agent expressed it, manufacturing difficulties have increased to such an extent that it can be most conservatively said that the average mill is getting out no more than 75 per cent. of its normal production.

A prominent mill representative in the local market stated during the week that it is impossible for mills to make goods at present which can be sold at prices less than 15 to 20 per cent. higher than those ruling on merchandize in November.

The Balbriggan mills will not open prices for Spring until July 5.

HOLDING OFF SPRING OPENINGS

Owing to Being so Far Behind With Deliveries, Mills Are Planning to Delay Opening of Prices—Advantage to Retailers as Well.

NOT only will prices be much higher for Spring in knitted goods, but there is likely to be a delay in announcing these prices. This is due to two reasons chiefly:

One is that the mills are anxious, just as the cotton textile mills in the fixing of Fall prices, to wait as long as possible in order to have some permanency in the list that is arranged at the opening.

The more important factor, however, is that all the mills are far behind with deliveries. One of the representatives of a large Canadian factory, which has a large output of Summer lines, stated to Men's Wear Review that they would be delivering Summer lines well into August. Never in the time he had been connected with the firm was any condition known that approached this. The wholesalers make the same report, and at the present time there is some anxiety as to whether the mills will be able to catch up in time for the retailer to offer the goods before the cold winds of Fall make the Summer balbriggan lines a dead stock on the counters and in the windows,—unless they are offered on "spec." as "good buys" for the Summer of 1918.

It is a good guess, however, that the retail trade will not cancel any of the 1917 orders simply through lateness in delivery. The rather would they be counting the golden eggs of next year that they would represent.

The lateness in the turning out of the Summer lines will mean with a great many mills that the Fall stuff will be thrown forward just that much, though in some of the mills there is a sharp division in the Summer and Fall business, in manufacturing. But as it stands at present the mills will be asked to quote on lines for Spring, 1918, when they are practically two seasons behind with goods actually ordered. It is this element rather than the uncertainty of cotton and wool prices that promises to delay the opening of Spring prices until well on to the end of June. Last year most were out for the wholesale trade by the middle of June, and so the year before. This early announcement is a very modern condition, however. Up to two or three years ago the Spring prices were not made known until well on in July or even early in August, and it was often "Exhibition" time before the travellers were out in force.

Good Business to Delay Opening

The postponement this season of the opening of prices, Men's Wear Review believes, is strongly to be commended. This will benefit the whole trade, wholesale as well as retail. The former will be able better to "catch up" their arrears if they concentrate on the orders on hand, and will not be unwelcome to the retailer who wants to know where he is at in his late Summer deliveries and his Fall probabilities before he plunges into third season. Indeed many will refuse to buy for the future until they have some definite information as to where they are likely to land, for the liability is too heavy a one to assume with prices as they are and will be.

The Review would deprecate, therefore, any tendency to force the hand of the mills in announcing Spring prices.

When they do come the only advice would seem to be,—Buy what you will be reasonably sure of selling.

SCARCITY OF WOOL

Canadian Wool Commission Unable Yet to Secure Any of Australian Allotment

A SERIOUS factor in present knit goods conditions is the scarcity of wool. Several months ago it was announced that arrangements had been made with the British Government for an allotment of the Australian clip. So far none of this has arrived. The following statement from Mr. I. Bonner, general manager of Penmans Limited, who is a member of the Canadian Wool Commission makes this statement:

"There is no wool in sight as yet from Australia, although a certain portion has been allocated to this country. The shipping facilities will be one of the great drawbacks in getting this wool into Canada."

MEN'S SIZED SUITS

A representative of MEN'S WEAR REVIEW strolling through a Montreal clothing factory the other day saw a special order going out of a natty summer suit for a gentleman of 48 inch waist. Commenting on the circumference of the trousers, which would make about two pairs for the M. W. R. representative by the way, he was met with the remark that this was nothing very greatly out of the ordinary, "We used to have a customer down in the Maritime Provinces," said the Manufacturer, "for whom we made special suits to order, whose waist measure was 56 inches, and chest measure 55. He would have made a dandy man for the army.

FLAGS PRESENTED

An interesting ceremony recently took place at the Cluett, Peabody plant, St. Johns, P.Q., when a splendid Stars and Stripes was presented the employees of the Canadian plant on behalf of the United States employees of the Troy factories.

An Eye-Catching Tie Display

Speaking of the above fine window trim, Mr. Birrell said:

"The ties in this window were club stripes made in a special shape for us—three inches wide all the way down, with the pattern running across the goods.

"The background was made up of a screen of black and white striped paper, the stripes running the same way as the ties. A piece of black paper shaped like a diamond was stuck on each panel, and a white shirt, shown in front of each, made a fine contrast. This was a big selling window for neckwear, and caused a great deal of complimentary comment.

"We believe the small exclusive shop can gain an advantage over big stores by using their windows for original trims and backgrounds, etc."

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY

143-153 University Av TORONTO-CAN.

VOL. 7. JULY, 1917 No. 7

THE three for fifty collar finds greater favor than did the fifteen cent straight.

* * *

THAT bugaboo that $1.25 was the price of an overall has been pretty well dispelled. It obtains still in a few communities unfortunately.

* * *

THIS is unfortunate, for while a dealer may temporarily handle a line on which there is no profit, the attention given it will be small, so that customer, dealer and manufacturer alike suffer.

BRITISH EXHIBIT IN RUSSIA

SINCE the war commenced the great hold which Germany had on the Russian market, among others, has become generally known. As a result of the war this market is again thrown open, and an exhibit of Textiles and general Men's Wear Lines is now being arranged to take place in Moscow as soon as possible after the conclusion of the war—this of course to the end that Russians may see what can be secured from their Allies. It is expected much good will result, especially since the Russians are accustomed to such exhibits—know and appreciate their purpose.

Speaking of this coming exhibit, *Kelly's Monthly Trade Review* says:

"The sections will include cotton piece-goods, woollen and silk goods and every description of men's and women's wear. Ladies' costumes, millinery and corsets, hosiery and haberdashery; men's clothing, shirts, collars, boots and shoes; linens of every variety; damasks, canvas, etc., will also be prominent features, with the one especial object of leading the Russian public to buy British goods instead of German.

"Considering Russia's special needs and our own manufacturing triumphs, we have in our grasp a magnificent opportunity. It is estimated that the elimination of Germany leaves a deficiency in the supply of textiles to Russia of nearly £20,000,000 per annum. The Russian Empire is waiting for all the best worsteds and knitted goods—such as underwear, hosiery, jerseys, wrappers and gloves; silk plush, choice plain and figured silks, scarfs, ties, hats (felt, silk, straws and other). In the big Russian cities the important outfitting establishments are desirous of placing large orders. Boots and shoes are in heavy demand.

We do not know whether the product of Canadian manufacturers will find a place in this exhibit. There may be rather the idea of having a Special Canadian Exhibit. It would seem, however, that as this is practically a specialized men's wear exhibit, it would be one in which Canadian-made men's wear lines suitable for the Russian trade might well find a place.

A HOPEFUL PROSPECT

OF ENORMOUS importance to the whole industrial future of Canada is the announcement that the British Government, acting through the Imperial Munitions Board in Canada, is launching a huge plan for the encouragement of shipbuilding in this country. Already, so the official announcement goes, upwards of $60,000,000 worth of shipbuilding is under contract to be constructed in Canada this year. This, it is further stated, is but a beginning, for many new contracts are ready to be placed; in fact, the industry for the next few years will be limited only by Canada's ability to produce. It is evident that the present prosperity in Canada is but a prelude to still greater things. Many people had feared that the vast activity consequent on the rapid building up of great new industries for the production of munitions of war would be followed by a correspondingly great industrial depression when the war came to a close and the contracts for shells ran out. This fear is largely disposed of by the big shipbuilding programme now announced, for the iron and steel industries which are the basis of munition manufacture are equally the basis of modern shipbuilding, and can readily be adapted to that purpose. Furthermore, the great machine shops, and the vast army of skilled mechanics engaged in producing shells could ask for no better adaptation to a peace footing than is to be found in the numerous subsidiary industries which go to the making of ships.

Here is food for thought for men's wear dealers—food for pleasant thought, and for plans of further extension.

Already in Montreal, Halifax, Collingwood and numerous other places has been felt the stimulus given to trade by reason of the commencement of shipbuilding activity. As this activity becomes greater—more widespread—the stimulus also will be more widespread. It will mean not only a continuation of the big demand for working men's lines, but an even larger demand. It will mean a steady, satisfactory call for clothing and for all sorts of apparel; for widespread industrial activity brings bulging pockets, and even with the high cost of living the margin available for clothing beyond the bare necessities will be greater.

WIDENING FIELD IN BOYS' CLOTHING

EVERY dealer handling boys' lines pays heed to the Mothers, for they have been, and still are, the buyers of small boys' clothing. More especially does the mother deserve attention now for many of them are buying boys' clothing in men's wear stores for their little girls. Such lines as check reefers, Raglan, and other style of Winter coats are especially favored.

These are indeed suitable for girls under 12 years

of age, and dealers doing business in places where these coats have not yet come into demand for girls, might well point out their appropriateness.

Every bit of business gained in this way helps offset the loss resulting from customers being at the front. Indeed it has been the continual reconnaissance carried on by men's wear dealers for just such new fields which made 1916 such a profitable year, and which has caused the first half of 1917 to be eminently satisfactory, despite the trying weather conditions, and the unsettled feeling resulting from the protracted uncertainty regarding Conscription.

"ACRES OF DIAMONDS" IN MEN'S WEAR FIELD

IF YOU haven't heard, or read Russell Conwell's famous lecture "Acres of Diamonds," you've a treat in store. He has delivered it over 5,000 times—thereby earning upward of $4,000,000 which he has spent in assisting poor young men and women get an education—but it is possible you were not among those present on any of these 5,000 occasions.

Well, the lecture commences with a story of a Persian farmer who got a craze for diamonds, and who, acting on advice of his friends, sold his rich farm and went into a far country where he wasted his substance, though not in riotous living. Now, while the former was away seeking the diamonds of his dreams his land came into the possession of another who discovered in it peculiar white stones—

Yes, you guessed right, they were diamonds. Indeed, to get the funds with which to go in search of diamonds, the old Persian farmer had sold the diamond mines of Golgonda—richer than any save perhaps Kimberley.

* * * *

"The old Persian was a fool," some will say.

You, being more charitable, may remark "Tough luck."

But in his lecture Dr. Conwell makes it very plain that the old Persian farmer was not the only one to sell his great opportunity in order to take a flier at the distant hope.

Moreover are we the ones to criticise? Have we worked our fields sufficiently to discover any hidden acres of diamonds there may be?

Let us consider.

We've all been hit pretty hard since the war started. We've seen good customers going by in khaki, and so buying less and less. We've come through those early days of depression — come through with flying colors. The year 1916 was, for many of us, our best year, and 1917 gives promise of even better things.

Yet, once again, we may lose customers. Moreover, we don't want to just dig along. We want to get at those diamonds, and how?

Well, let us remember the old Persian farmer, and not run away from our field just yet. Dig it a little more thoroughly and the diamonds may come to light.

* * *

We've all been devoting a great deal of attention to the young man—the fashionable fellow. Rightly so. But in looking after him, in seeking his business, have we overlooked others? Some will agree that we have. Since the war, indeed, many of us have discovered the boy, learned what diamonds are to be secured from his trade.

And is there not a chance to discover the middle-aged man? Oh! we've been catering to him, but he's after all an undeveloped mine so far.

Not so long ago men weren't as particular, as nice about their clothes as they now are. A shirt was worn for days. How many men—and especially the middle-aged men—change every day? A fresh collar every morning is now accepted as necessary. But it wasn't always so.

A fresh handkerchief is brought out every morning; perhaps also a fresh pair of socks.

Couldn't this tendency in dress be carried further? Couldn't we men's wear dealers quietly establish in the minds of our middle-aged customer the advantage of daily changes of underwear and shirts —the better health which would result? Couldn't we show such men, who have the money, not one tie, but a whole range? If the middle-aged man likes a certain tie he will almost certainly like similar ties in slightly different colors.

In short, couldn't we get larger sales—much larger sales—from the man past his first youth? He has more obligations than the young fellow, it is true, but he also has more money. Moreover, he has the obligation to keep himself looking trim, and feeling trim. And he knows it.

Wonder if we haven't been passing over some Golgonda's in overlooking, as we have, the man of thirty, plus?

"SPECIAL MEASURE" UNIFORMS FOR PRIVATES

In New York These Are Very Much the Thing, so Our Correspondent Says — The Military Activity Rather Helps Than Hinders Trade.

IT was our thought when we wrote last month of the military tendencies that we had noted in our strolls up and down Fifth Avenue, that we would have a different story to tell this month. New York is not often so constant to a fad, which perhaps suggests the hopeful idea that beneath the fad there is something vastly deeper. However that may be, the military uniform is still very much to the fore in New York. At first there was a good deal of tearing of hair among the fraternity who catered to the clothing and haberdashery trade. There was a general feeling that if a million or more young Americans were going to step across and help argue with the Kaiser that they were coming on some very lean years indeed, with no Joseph around the corner anywhere with a suggestion of Corn in Egypt. Of course if there happen to be any biblical students among you, you will probably realize that this allusion is rather jumbled, but probably you will get the idea there anyway. Well, all that sorrowful old feeling is a cold dead corpse now, and the erstwhile mourners are once again donning festal garb and getting out after business.

FEATURING WAR BUSINESS

Why in a little trip along Broadway and Fifth Avenue you would be surprised at the cheerful way some of these same chaps are going after this same business. I noted one sign the other day. "Even if you are going to the trenches, don't lose your individuality." This is rather a cryptic saying, and might mean almost anything, were it not that other signs called attention to the very effective privates' uniforms that were being made to order by that firm. The idea, of course, being that if you didn't care for the hang of the uniform that Uncle Sam provided, you would steal over to this haven of refuge and have a proper-fitting one made, and do yourself credit. How to dispose of that extra uniform without giving the impression that a tragedy had occurred or at the least that one of Uncle Sam's heroes had taken French leave, presents certain difficulties, of course. Possibly that enterprising dealer had provided for just such a contingency; I didn't enquire.

Then there was another sign somewhat to this effect: "No need to feel when you go over to the trenches that your coat is humping at the shoulder." Yes, there must be solid satisfaction when one leaps out the trench and stands nose to nose with some snarling German machine guns, in the consciousness of a flawless fit behind. Might not be so wrong at that, anyway these progressive merchants are capitalizing this happy thought. It is a pretty good idea for them, too, because everyone in New York has a uniform, you understand, special constable and all that sort of thing. After all the fit is a most important point as yet, and that makes it a perfect day for the clothier.

A HANKERING FOR THE BRITISH OFFICERS' TUNIC

Speaking of military clothes. There is a good deal of envy for the British officers' tunic. There is something in those patched and pleated pockets that makes the designer's mouth water. At present Uncle Sam is too busy to care what these tailor chappies think, but if he only had a moment to ponder on the real sorrow in their hearts at being unable to exploit these great possibilities, why the form of uniform might be changed. As he can't do this he is doing the best he can. Of course he can't make it into an official garb, but there is no law against his trying it out as a sport coat, and so a sport coat it is, made of grey mixed homespun instead of the conventional khaki.

Then I noticed the other day a leather Aviation Coat, I believe they call it, only the one I saw was at the wheel of a long red roadster trying to bowl over unwary traffic cops on its way up town. It was of a tannish shade of leather with a full belt at the waist, they say, possibly it is the men who make them who say it, that they are going to be very popular.

Well, how about turning to the arts of peace for a while and discoursing of what we folks who are not militarily inclined may find to wear. It is getting pretty near our last chance, too, if this habit of conserving everything is not checked fairly promptly. Even the wool and worsted manufacturers seem to be getting bitten by that idea, and they are talking of a campaign to eliminate all the unnecessary frills. The flaring skirt, cuffs on sleeves and trousers, patch pockets, pleats and all the little vagaries that have helped to make one man different from his neighbor, so that you could be pretty posi-

CONTRASTS THE LATEST IN CIVILIAN'S DRESS

The New Yorker Apparently Wants to Show no Preference in Shades—The Tones Are Carefully Selected—We Suppose, Though, There Are Still Individuals Who Dress Like You and I.

tive that when you said good day to your friend next door, you were not making the mistake of addressing your hatred enemy from two doors away, who had a cornet. All these little safeguards are rather hanging in the balance. Next year we may be going around, garbed in a monotonous straight-jacket, so it behooves us to make the most of our time and discourse on these little follies now.

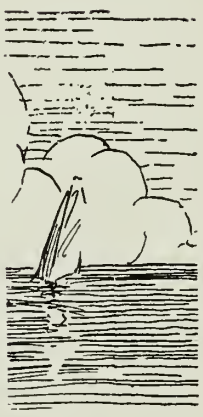
CONTRAST IS THE WORD

The one thing that would naturally strike anyone on the streets these days would be the idea of contrasts. The old days when a man dressed in black from head to foot are of the distant past. Now if you wish to be in the swim, and well up to the front of the swimmers, you must arrange for a little variety. For instance, there was a man I noted just to-day. He was wearing a double-breasted suit of blue flannel, with a white pique waistcoat, and a white shirt with broad pink stripes. Another wore a tan waistcoat with a blue serge suit and so on. Still another idea that caught my eye was a grey coat with a somewhat lighter shade of grey trousers. Most of us would be afraid of that combination, for fear someone would accuse us of having made a mistake when we leaped lightly into our trousers with our merry morning face. But let me tell you this idea of contrast is becoming an art of arts. If you wear black boots why white spats are next to a necessity. If you wear a dark suit it is equally necessary to blossom out into a waistcoat of cheerful hue. There is something rather novel in an extra dark green shade that seems to be having quite a vogue, tan or white waistcoat of course.

SPEAKING OF COLLARS

Speaking of collars, if we may thus abruptly introduce the subject. The most popular of all is the cut-away. Perhaps this is accounted for by the fact that there are such a variety of curves and heights in this particular style that a man would be hard to please who could not find his dearest fancy somewhere among the list. The novelty styles are having some favor and after that there come the square-cornered varieties with the wing and poke somewhere back in the distance.

Soft collars are by no means the least favored, and they are seen on most occasions except those that require the most correct of garb. The variety that seems to have the most pronounced preferenee is the moderately long point buttoning to the band. The colored collar is still quite in line. Some of the best dressed men are wearing them. This isn't a juvenile freak either. The men who are most often seen wearing the colored collar are most often those who have reached years of discretion, if there is such a thing in the matter of dress. Yes, the colored collar has the stamp of approval set upon it, starched or soft as you prefer. Another little wrinkle that will put you in the front seat of the collared is to have two rows of stitching at the edge. A stitch more or less may not seem to be of overwhelming importance, but it is one of those little things that makes a difference.



NARROWING THE BELT

It's getting round about the season of belts, so we might pause to suggest that the narrow belt is the thing. In the good old days the wearers of belts used to use brightly colored cloth affairs about the proportions that horses are accustomed to wear, and decorated in front with a fastening representing a snake. Well those days have passed and simplicity is the rule. Belts have been growing gradually narrower. The latest mandate is that the belt shall be still narrower. The idea is that a belt is by way of being a measure of support and not a colic band, and that the narrow variety can be counted on just as well as the wider. This being the case, why not save the leather that is becoming such a feature nowadays. Five-eighths of an inch is the most fashionable of the fashionable widths. It is a notable fact, however, that these narrower belts come only in sizes 28 to 36, the sizes of youth slimness. The poor chappie with the pendulous tummy girthing a solid 46 likes to know that he has a more substantial support and a five-eighths inch line on that expanse looks a fragile safeguard. These be a few thoughts that occur to me as I wander here and there. They may not be words of wisdom, but they are the nearest thing to wisdom that present themselves to me these days.

BUILDING UP BUSINESS IN A SMALL TOWN

The Story of Brown—The Kind of Man Brown is — Methods Employed by Him — Methods Which Others Can Use.

By John C. Kirkwood

In the June Number, Mr. Kirkwood stated that he would tell how a small men's wear store in a big city could enlarge its business. We have felt it wiser, however, to have dealt with the problem of the small business in a small town—this as being certain to meet the case of the great majority of our readers. Accordingly, we asked Mr. Kirkwood to write of the small town rather than of the big city, and the result has been The Story of Brown.—The Editor.

THE shop I have in mind is one in a town of 3,000 people — small enough to be run by the proprietor and one assistant.

This man doesn't carry ready-made clothing — only haberdashery, including hats. He has the agency, however, for a well-advertised brand of clothing, made to measure. He has pattern books, charts and all that.

Brown Is All Right

The owner is no dullard. He's a good-looking chap, very much alive, and he has a pair of dancing eyes and a contagious smile. He calls a good many men by their first name, and they like it. And he does business for cash.

The town he lives in is less than 30 miles from a big city, and he lets the city wholesaler or the manufacturer carry the stock. By which I mean that he refuses to buy more than he can sell in a month or so—this as much as possible.

We'll call this man Brown.

Brown hasn't much capital, and he won't let travelers load him up with stuff. He can get by telephone, or by a personal visit to the city, all he wants when he wants it, and this suits his bank account and his methods. Brown, not the travelers, runs Brown's business.

Brown and Traveling Men

Don't run away with the idea that Brown shuns travelers. Brown likes them, and they like Brown, because he gives them decent treatment. But Brown won't let the men who call on him shove him off his feet. Listen to Brown talk to Smith, representing the Maple Leaf Company, neckwear manufacturers:—

"No, Smith, I won't take that quantity. You'll be round again before I'd be sold out of all that lot, if I purchased the quantity you urge. I know my output and I know I have so many ties in stock. My trade is limited. There are just so many men in this community to sell to. I know them all by name. I keep tab on sales; and if I bought all you want to sell me, I would be paying for them long before they are sold out, and that would be the same as lending your firm money.

"No, I don't want any dating ahead.

"And I won't promise you anything.

"You've got to be satisfied with the order I give you now, and if I order any more before you get round again, you will get credit for the order; but you can't load me up."

Smith doesn't like it, exactly, but he knows that Jones, representing a competitive house, got in wrong with Brown because he put the squeeze on too hard. Jones told Smith all about it. He said:—

"Brown said to me after I had overurged him: 'Jones, you're not my friend, but my enemy. You are not serving me, but yourself. You're not even serving your house. Here you want to over-sell me, after I've made it plain to you that I can't handle that quantity. Now, Jones, there's no use in your calling on me in the future. You've lost me, but your house hasn't. And if you'll take a bit of advice from me, Jones, you'll not imperil your connection with other firms in other towns by similar methods."

Brown plays the game squarely. He has the private addresses of the men he likes buying from, and when it is possible and convenient, he sends repeat orders there; that is, if the men want the business sent this way.

But let any traveler give Brown the worst of it in any deal, and let Brown find it out, and it's good-night to that man.

Brown likes travelers — those from whom he buys, because they can tell him a whole lot he likes to know—how other men in other towns and cities are doing business, for example; because Brown does not know it all. He recognizes that a man in a community centre of only 3,000 isn't likely to have as smart a store as those in larger places, selling more goods and with large shops; and he's out to learn—from the travelers; and so the travelers he likes and buys from make themselves welcome by gathering up a lot of ideas and stunts which Brown can use.

Brown Asks Questions

Brown uses the travelers in another way. He asks them to get him answers to questions. The travelers themselves are often unable to answer these questions. For example, Brown asked these questions:—

The Italian patterns being shown now in neckwear—what gives them their Italian character?

How is cloth made waterproof?

Where is Palm Beach? Why is it so much quoted in connection with styles?

What have spring water and a dry atmosphere to do with success in hat-making?

What is the distinguishing characteristic of poplin?

What influences have operated to give neckwear its brilliance in color and design this season?

Where do styles for Canada originate?

Brown can use all such information to advantage. The more he knows, the more interesting can be become to his customers, the more persuasive, and the more interesting and informing he can make his advertising.

All this questioning by Brown interests the firms Brown seeks answers from. They say: If Brown is curious, then probably others are curious; and so many of them have made a definite attempt to make their advertising in MEN'S WEAR REVIEW, and in their special printed matter informing and interesting.

Brown Is On His Job

Brown's on his job all the time—that is, all the day time. He is not a waiting man, but a real salesman. His business is to get men to buy his wares. Everybody knows that Brown keeps a haberdashery stock, but this knowledge does not sell for Brown all that he wants sold. He believes in forcing business. Always he's applying pressure on the men who should buy from him. This pressure is applied in various ways; but in a broad way, it is solicitation—clever solicitation.

Brown's big and constant business is to persuade men to dress up—to keep the men in his town—we'll call it Lansdowne —"up to snuff."

If men know what is vogue, then they'll probably try to dress up to the level of their knowledge—so Brown argues. So he sees to it that the men in Lansdowne, and the women in Lansdowne, know the correct thing in men's wear.

Brown advertises in his local papers—for big, broad effects; but he relies on personal appeal or personal communication a great deal. He believes in getting close up to the men living in his field. So he has taken great pains to get the names of them all, with correct addresses and he classifies them. He must rely not a little on the trade of farmers—young farmers who are unmarried; for after a young farmer has won his bride, he is apt to dispense with some of the fine plumage he wore in his courting days.

Brown has a typewriter, and a good duplicating machine. He uses attractive stationery—something distinctively mannish—not just common 8½ x 11 stock. And he has his envelopes made to fit the special paper. With these aids he does good work. Often he has his letters done in the near-by city. But no matter who does his letter-making, he keeps up the correspondence with those whose business he wants.

Brown Sells Through Women

This mailing list of Brown's contains

the names of many women, for Brown believes in getting at men through the women they admire. When he sees young girls being picked out by young swains, he sends them a circular, post card, in these terms:—

Fashionably dressed men are wearing ties showing

Paisley,
Japanese,
Hawaiian

patterns. You can see a showing of these patterns in our windows on Friday and Saturday next.

Stroll our way, and come in the company of the man you want to see dress up to the prevailing styles.

And similar short, pithy, penetrating letters he sends to men.

By methods like these Brown develops a trade and perpetual interest in his service.

Selling Early in the Day

Brown believes in making sales early in the day—in the mornings by preference. Thus he makes sure of buisness.

Accordingly, Brown makes out a programme for each day in the week, announcing what inducements will be offered to those who buy before noon.

He doesn't offer discounts; he prefers to offer bonuses. He uses printed coupons — of varying denominations — 10 cents, 25 cents, 50 cents, $1.00. These bonuses are determined by a percentage, as a rule, sometimes 5 per cent., sometimes 10 per cent. For example, if a man buys a hat during the morning on which it is advertised, price $3.50, he gets bonus coupons to the value of 35 cents—10 per cent. He can use these bonus coupons to purchase something of equivalent value then and there, or he can present them later.

By this device, Brown induces men to buy in the mornings, and he avoids price-cutting.

Brown Favors Simple Window Trims

Brown's window-trims are simple—for two reasons: They are more impressive when simple, and they can be changed frequently—daily. Brown's window requires no building up. The bottom and sides and back are fine wood—a sufficient decoration, at once rich and appropriate. The lighting by night is excellent.

Brown leaves out of his window twenty times as much as he puts in, and by frequent changes always succeeds in making his window interesting.

Brown Teaches His Customers

Brown believes in imparting knowledge. He sells most when his customers know most. Ignorance and indifference in matters pertaining to dress stand in the way of sales. So Brown passes on what he knows about men's wear. MEN'S WEAR REVIEW gives him much of the material he requires.

He issues each month—as soon after MEN'S WEAR REVIEW is received as possible—a bulletin on styles and price tendencies. This he has his local printer produce for him. He calls this little monthly newspaper, *Brown's Fashion News*. In this he reproduces bodily much of what he finds in MEN'S WEAR REVIEW. This little 8-page magazine contains illustrations. Some of them he gets from the publishers of MEN'S WEAR REVIEW; others from the wholesale and manufacturing firms he deals with.

Under the heads, "What's Here," and "What's Coming," he gathers together many items interesting to men. (If you will look carefully through this issue of MEN'S WEAR REVIEW, you'll see many items to go under these heads). Then under other heads—"Hats," "Clothes," "Collars, Ties, and Shirts," "Knitted Things, "Et Ceteras," he puts many little bits of news valuable to men.

Brown's Fashion News is put in parcels; is mailed to a select list, and is called for regularly by many. It has become a pronounced influence in Lansdowne and community. It is mailed to many women.

Brown does not like a crowded store, just as he doesn't like a crowded window. He believes in mirrors. Mirrors add to the sense of size, and men like mirrors.

Brown's store is well lighted in daytime and night time. Light is a good and cheap salesman.

Brown Doesn't Like Special Sales

Brown avoids clearance sales as much as possible. This is easy, because he never overstocks. His stock is down to smallest dimensions all the time. Sales, he says, are advertisements of bad buying and poor salesmanship. Also selling out a big stock at cut prices on the eve of the receipt of new goods hurts the sale of new goods.

Brown doesn't want anything to stand still in his store. He aims to turn over his stock at least eight times a year—and this is not impossible when he keeps his stock just as low as it is possible. The longer goods remain in a store, the more expensive do they become. It is good business, therefore, to sell goods quickly.

Brown's Mannequins

Brown has picked out a dozen or so men in Lansdowne with a taste for good dress—men who set the fashion for others. He takes special pains to have these men always dressed in the height of fashion. He invites them to drop in to see anything very new and exclusive he has received—invites them over the telephone or by word of mouth. To these selected men he allows a very special price because he knows that they become salesmen for him—inevitably.

Brown's Little Aid to Memory

To some men Brown will send unsolicited anything very new and striking he gets in, for examination—neckwear, hose, gloves, shirts, handkerchiefs.

On a sort of chart he has jotted down the size of shirt, collar, hose, underwear, and gloves these men wear. It has taken some time to collect this information, but he has it. This helps him. For example: Jackson, Fred, collars 16¼, shirt 16, underwear 42, Gloves 8½, hose 11, hat 7⅛.

Often Brown is able to surprise his customer by saying to him, "Your size is 42, Fred." This when Fred is buying underwear. Or, "You take a 7⅛, Tom," when Tom enters to buy a hat. Fred and Tom think it is an exhibit of remarkable memory, and Brown lets it go at that. His customers are pleased and flattered, and this spells steady business.

Brown Sells to Women

Brown does a large business with women, who buy for their husbands or sons, or who buy handkerchiefs, gloves, and neckwears, and so on, for gift purposes.

Brown sets aside Thursday as Ladies' Day, the idea being to get as many ladies to do their shopping that day as possible, for often a lady doesn't like to shop when men-buyers are present. Usually, also, it takes longer to serve a woman than a man, and Brown finds it best to set apart a special day for women buyers.

He sells women's gloves of a superior quality—the only feminine line he carries.

Brown's Gift Book

Brown knows that birthdays are occurring every day among the people of Lansdowne and community. Every living adult has a birthday once a year, and in Lansdowne are upwards of 500 males, man-size. Also, there are quite as many women — budding maidens and maturer ones—having birthdays which are not always kept dead secrets. All told, Brown reckons that there are occurring annually in Lansdowne 1,000 birthdays in which he may have an interest—about three a day.

So he prepared a little book of gift suggestions—things he sells, and things he doesn't sell. His aim is to make this little book worth keeping as a consultation book. The little book suggests:—

Gifts for men.
Gifts for old men.
Gifts for boys.
Gifts for the mother.
Gifts for the daughter.
Gifts for the little tot.
Gifts for granny.
Gifts of silver and brass.
Gifts of leather.
Gifts of friendship and love.
Gifts of favor, etc., etc.

It is about the most useful little book in the house—and is saved carefully.

Whenever any gift Brown is able to supply is indicated (such as an umbrella, a gold collar button, a scarf pin, a tie, etc.), there appears after it, "Get it from Brown," and the people do "get it from Brown."

Brown a Philosopher

Brown makes his personality sell for him. He has a sane mind, a wholesome mind, and a way of looking at things not commonly possessed.

In his little monthly newspaper is a column headed, "My Journal," and here Brown gathers together things he has read, heard, or thought about. For example, such entries as these have appeared:—

The greatness of nations and individuals is built in sacrifices.

* * *

Each man is the most important thing in the world to himself.

Continued on page 46.

"NECKWEAR WEEK" INTRODUCED BY GALT DEALER

Features Ties For Six Whole Days—Result Entirely Satisfactory—Demand is For the Better Grade, and Higher Priced Lines—Window Trims Changed Often.

NECKWEAR week. Such a selling scheme is rather new. Neckwear certainly is displayed prominently by the great majority of dealers. Hardly a trim, indeed, that has not some ties in it. But after all the ties are a side issue—the trim perhaps is a clothing trim, with some ties used to brighten it.

How many, we wonder, regularly give their whole window over to ties? How many would do this for a week—would make their advertisements play up neckwear, and practically nothing but neckwear for that length of time?

That action—that daring action you may think—has recently been taken by R. Leo. Watson, of Galt. Moreover, he is entirely satisfied with the results. There seems such good reason for this satisfaction, moreover, that we're going to outline Mr. Watson's rather novel scheme.

He says:

Sales Increased 40%

"Last November was the first time I ever put this little game to a test and it proved quite satisfactory, even the first time. The week I just ended, my neckwear sales increased 40% over the previous week's business. My best selling lines are 75c and $1.00 ties, with a few $1.50. I find it very hard to sell the 50c variety, although I have a good range and new patterns. My customers pay the higher prices quite readily, so I am going to drop 50c lines except in plain shades. Why sell a man a 50c tie when you can sell a 75c as readily?

"Here are a few pointers on how I run this special week:

"I put in neckwear trims in both my windows, changing each two or three times during the week. Use plenty of show cards and advertise in the local paper. Trim show cases with neckwear and a rack on top of each case, (I have four of them); also arrange trims along the ledges.

Ties Help Sale of Other Lines

"In fact when a person enters the store he gets the impression that 'neckwear' is really a very important item in men's dress. Of course when he sees so many ties he can hardly help buying at least one. Very often when a man comes in and sees a nice tie displayed on a certain shirt, he has to have the shirt as well, so you see this tie display certainly does help the other lines as well.

Makes the 'Two For'—Inducement

"This season I bought a special line of neckwear at $4.25 doz. and put about 10 doz. in one window on Thursday. I used lots of cards, stating that they were on sale Saturday at 55c each or two for $1.00. I had very few left Saturday night.

A Word on Backgrounds

"I might also state that I make special backgrounds for my windows about every two or three weeks. I generally use beaver board and paint it with Jellstone, a powder which you mix with water. You can get this in any shade and it is much cheaper than oil paints. It will also wash off and you can use the same background several times by simply painting it a different color and design.

How Wife Helps

"My wife helps in the store on Saturdays and I find that lady customers like to have one of their own sex wait on them. They ask all kinds of questions as to shades being suitable for this and that suit which they don't always like to ask a man, and my wife is quite an authority on harmonizing colors."

Ideas worth considering assuredly. Similar "neckwear weeks" might prove equally—perhaps even more profitable—in other places. With the dog-days at hand, such a sale seems especially worth while.

An interior view of the store of R. Leo. Watson, of Galt.

OVERALLS CERTAINLY GOING MUCH HIGHER

Rapid Advance of Cotton Prices and Huge Buying in U. S. For Military Purposes Makes Increase Unavoidable—High Prices Likely to Endure.

A MATTER of vital importance has just culminated which will interest every reader of the MEN'S WEAR REVIEW.

It is a notice from the mills that drills, and denims used in overalls, have just advanced as much as 2½c. per yard.

As a result of this announcement E. L. Messenger, Manager of the Leather Label Overall Co., Ltd., sent the following telegram to the Company's Salesmen:

"The unheard of has happened. Mills advance drills, and denims 2½c. per yard at one crack. This is the biggest jump that has ever taken effect in history of the business. Overall industry electrified. Means $21.00 overalls for fall, which price will take effect almost immediately. Be very careful, don't oversell anybody, as can't accept orders for more than ordinary requirements. Blanket orders absolutely refused. Merchants who have been holding off will now rush to buy, so again be warned,—be careful."

Unanimity of Opinion

Probably there were similar telegrams sent to the manufacturers, for all seem to fear that prices of overalls are going much higher. They feel, however, that even with the end of the war—when it comes—there will be no drop in price. So the danger of the market is to some extent at least, removed.

Let us quote opinions of some manufacturers of overalls.

Says one:

"The idea of Overalls selling at $20.00 per dozen garments wholesale, two years ago, sounded far-fetched to most of the retail dealers in Canada. To-day it is a fact. High-grade Overalls are selling up to $20.00 per dozen and the demand is greater than it has been for months. **The future shows clearly that the wholesale price will reach $24.00 per dozen before another year has gone by.** The reason is clear enough to men who are watching the cotton and denim markets and following the cotton reports. The most authentic reports show the Fall cotton crop at 69½% of normal which is 30½% below what we should have and need, 8% less than last year and 10% less than the average for ten years.

"On top of this report comes the demand for millions of yards of cotton denims and drills for the United States Army which must be supplied from this year's cotton crop. The export trade in cotton piece goods to the allies is greater by 100% than it has ever been in the history of the cotton goods industry. Do not forget the dye question, it costs about 10c. per yard to dye high-grade denims against 2c. per yard before the war."

Another maker gives his opinion as follows:

"Our present quotation to the trade for fall deliveries is $19.50 per dozen.

Just a few days however after announcing this price we received notice from the mills of a further advance of ½c, a yard in denims, which took effect on May 24th.

This means therefore that just as soon as we have sold out our present supply of materials, prices will advance to $20.00 per dozen. No merchant need be afraid to buy heavily at to-day's quotations, as it will be some considerable time before he will be able to buy them again as cheap.

"While some merchants seem to treasure the hope in their hearts that prices will soon be lower, such a prospect is without foundation.

Germany's Stock Depleted

"It is an acknowledged fact that while Germany has in a round about way secured some cotton from the United States, nevertheless her stores, and her wholesale houses, etc., are practically barren of cotton goods, and with the ending of the war, instead of lowering cotton prices, they will unquestionably take a sudden jump due to the opening up of these huge markets, in Europe. We may therefore expect that while the present retail price of high grade overalls is maintained at $2.00 per garment, this price will unquestionably be advanced before the end is reached.

Trade is already receiving a great stimulus due to the greater production campaign, and there can be no doubt of very active business in overalls this Fall, as with extremely high prices which crops will bring as well as high wages mechanics are commanding, will put even a larger amount of money in circulation this Fall than ever before. With the unprecedented activity everywhere evidenced we are confidently looking forward to the greatest business of our history, even in spite of the higher prices."

Another manufacturer goes into still more details:

"An advance would seem to be in order. Taking Stifle Blue Cloths as a standard Overall cloth, we have received two advances within the last week. These goods have now advanced 100%. At the present time all prices are withdrawn. United States Government requirements are occupying the attention of most of the large mills in the United States and and in addition to high cotton we have the condition of the mills being full with orders and while this continues there cannot possibly be a decline."

Further support as to prices is to be noted in this opinion:

We anticipate that we will advance our prices on June 15th and we are taking orders at the advance price for delivery up to Aug. 15th only.

The Cotton Mills are not accepting orders for long delivery as in ordinary times consequently when we advance our prices we are obliged to name an expiration date. From present indications we expect to see much higher prices in Overalls as the United States Cotton Market is very firm and during the past week has made decided advances. As the result of this Stifle and Sons have been obliged to advance their price 1c. per yard since May 4th and we have received advice of corresponding advances from other mills.

The entry of the U. S. into the war has no doubt been the real cause for recent advances in the price of cotton, and we are advised on the best authority that cotton will sell at 30c. per lb. before next Fall.

"While overalls may seem to be very high in price we are of the opinion that merchants will not make any mistake in putting in their supply to cover their requirements for the next six or eight months."

Reasons Enumerated

Let us quote one more close student of the situation who enumerates clearly his reasons for expecting higher prices—and higher prices which will hold:

"First.—It is now only June, and already prices have been announced by the mills that makes **high** grade overalls $21.00 per dozen. Any cheaper price in the meantime is possible only because of materials already bought, which the manufacturer may have in his warehouse.

Second.—The United States has barely commenced. War, was only declared two months ago. What will happen when she goes into the markets to buy two million men. This army must be clothing, and supplies for an army of clothed. They must have cotton. They will pay any price to get it.

Third.—It is announced that the United States is entering the War prepared for three years longer duration. An army can't be raised over night. It will take from one to two years before Uncle Sam can get started in any magnitude. We already know what a tough proposition Germany is, so they can't be far off, when they figure two or three years to do the job.

Fourth.—When Germany is licked, and peace restored, then her markets will be open. Her commerce will begin in magnitude. To-day, the shops in Germany have no cotton goods,—the wholesale distributers have none,—in fact, this, and her other allied countries are barren of cotton. With her ports opened, and her commerce resumed these countries will be strong bidders for

Continued on page 46.

Accessories to the Fore

Summer is the season for accessory sales, perhaps more than any other time of the year. In July and August coats are continually being thrown off, so all details of a man's apparel must be in keeping—must be perfect. Belts are important. Also ties and collars. So the other lines which become more visible in Summer than at other seasons.

It is well then to keep accessories to the fore. Trims after the fashion of the above will certainly help to this end—will assuredly increase sales.

WHAT IS SHOWING IN TORONTO

Men's Wear Dealers Trying to Maintain "Business as Usual" in Face of Unseasonable Weather—Summer Outing Combinations Pre-dominate—Wider Showing of Loud Effects in Some Lines.

IT is generally admitted that anything which does not comply with the unruffled state of affairs in peace times is quite in style with the present chaotic condition of things through the upheaval in Europe, and it is an assured fact that the weather has done its best to keep in style. But no matter how dismal the outlook may be, men's wear dealers are endeavoring to the best of their ability to maintain normal conditions and influence buying of seasonable lines.

At the beginning of the war the slogan, "Business as usual," was adopted in order to stabilize trade under abnormal conditions. This slogan has been reinstated to-day in effect, though in a slightly differing setting, for the weather has proved to be almost as great an enemy to the men's wear dealer as the prospect of decreased trade was when the war commenced, and right here due credit must be given the dealers whose efforts to maintain normal conditions have borne the very essence of the patriotism embodied in the popular slogan.

Without this little word of explanation, it would seem well nigh absurd to proceed to discuss the matter of what is showing in the Toronto stores, for the very look of some of the windows is sufficient to send a cold chill down one's back and urge him to hie for home and his Winter overcoat. But there they are and they cannot be ignored and even if we do unconsciously look harder to peer through the frost which is not on the windows, we can at least see what is going to be worn in the way of bathing suits and knee length light underwear, when Old Sol finally does give the signal that warmer days are coming.

Summery Outfits in Full Swing

In days gone by the call of nature to the out-of-the-way places for recreation and amusement has been sufficient to bring big returns to the dealers stocking attractive outing combinations, but to-day the call must have been frozen on its way, for as yet its presence has been unfelt. As has been intimated, though, windows are all dressed with the most seasonable and attractive combinations which have been shown in many seasons. Novel ideas of design and pattern which become a favorite in Winter wear have been embraced in the Summer outfits and combine to make a strong appeal to the tastes of the out-of-doors man who has the price to pay for them. In general, these combinations include vivid striped and flowered patterned ties, with a tendency to favor the loudest and latest. These ties are shown in combination with a wide array of shirts, and in accordance with the style for outing wear the most effective settings combine the plain silk shirt with outing collar.

Polka Dots Are Back

One of the outstanding features of the windows in general is the extensive showing of dotted and spotted ties, the former in the polka dot category and blues and greys. Some silk four-in-hands are shown combining spots about the size of a quarter in shot silk effects. The combination indicates the return to popularity of the dotted designs which are particularly effective when used with plain shirtings. Another window showed something new in printed ties in the way of a number of varying designs in indefinite patterns, and alongside these in vivid contrast were a number of Scotch plaids, adequately covering the needs of the sporting combinations in respect to color.

Of course, these designs and patterns are not sufficient to satisfy the irrepressible youth who wants the loudest and latest, and it is evident that dealers are recognizing the growing tendency towards the wearing of these effects even though they are not guaranteed for durability. These effects are heterogeneous combinations of color and design and resemble greatly a Chinese puzzle. Some Cubist effects are hinted at in a combination of colors which would make any attempt at contrast elsewhere look absolutely sick. One window which no man could pass, contained a wide array of these in any color combination which could be found or desired. The ties are of Japanese crepe and some of the most distinguishable patterns were flowered effects on blue, green, red and fawn backgrounds with the same tones liberally interspersed through the patterns. Silver leaves and maple leaves in red and green could also be distinguished in some of the combinations.

Collars

Some splendid new shapes in starched fold collars are to be seen, but this is not surprising, quite apart from any merits of the new shapes themselves, for it is nearly a year since any really new shapes in starched fold collars have been introduced. A new idea in construction is brought out, but the shapes follow along prevailing lines.

But a mere mention of stiff collars is sufficient, for the chief interest now centres in the soft type. So popular have soft collars become that one maker reports that prior to one month ago he had sold as many soft for this year as he did all last year. The soft collar is a necessary adjunct to the sporting combinations being shown, and is chiefly popular in the silk corded effect.

Crepe Shirts Take Lead

One of the most noticeable features of the shirt displays in downtown stores is the fact that silk shirts are giving way to other materials. In one window was an effective display of mercerized Fuji crepe shirts in cool shades, and further along it became increasingly evident that crepe, temporarily, at least, has taken the lead as a shirting material. Like its predecessor, the silk shirt, it combines an equal array of loud patterns and striking combinations of color. One display showed purple crepe shirts with half inch green stripes, fawn shirts with pink stripes, and blue shirts with fawn stripes. The broad stripe idea has been carried over from the silk shirt patterns in which they became so popular. There are some silk shirts being shown, however, but mostly of the higher priced variety and in the perfectly plain outing shirts.

Silk Gloves

The cool weather has somewhat curtailed the enthusiasm for silk gloves, but no fashionable window display is complete without them. The demand is chiefly for light kid and chamois gloves, but the silks in grey and other dark shades are also much in evidence, and according to the virdict of the well-dressed man, are "pretty nifty."

"Fussy" Coats Losing Popularity

Men's clothing houses are finding that a good percentage of the better trade this season does not desire the pinch back or belt types of suits, but is demanding the standard lines. In the $20 priced suits there are on display about equal numbers of the English form-fitting, belters and pinch backs. In the higher priced suits, on the contrary, nothing but the English form-fitting style is being shown, and dealers state that the demand for belters and pinch backs in this field is negligible.

Standard grey flannel suits are in big demand and are hardly on display before they are sold. The green and brown shades are not so popular in flannels this season though much talked of. The flannels are particularly desirable in three-piece combinations. A wide range of very light weight flannels and homespuns in two-piece suits are also seen, and these are well made with yoke and sleeves of silk. They are of such light weight that they are keen contenders with the Palm Beach suits for popular favor.

Two Tone Homespuns

One very smart suit on display in one fashionable house was a greenish purple two-tone homespun. The coat and vest were unlined, and the back was plain. It had the up-to-date patch pockets which were improved upon by the addition of a flap. This attractive combination was typical of the style of suit in popular demand, being neat and distinctly stylish without embracing any of the bold lines

of the pinch back, belter, or other such styles.

Some predictions for the coming Winter, perhaps chiefly inspired by the coolness of the present season, are for shorter overcoats than ever. Last Winter short overcoats were the order, but it is declared they will be shorter still, and whether this is to be a factor in conserving cloth supply or not, it is said that the coats will not differ much in length from the average Spring overcoat. In the way of style it is most definitely declared that the trench effect will predominate. This style was introduced in Spring overcoats this season with a varying degree of success, but it has been decided that its popularity would be much greater in Winter wear, for which it is more adaptable. It was found to be a little heavy for light Spring coats but dealers with one voice declare that it will be "the only thing" next Winter.

OVERALLS CERTAINLY GOING MUCH HIGHER

Continued from page 43.

United States cotton. In fact, when these huge markets are opened who can foretell what will happen. Certainly, it won't tend to make prices cheaper. It is estimated that it will take two or three years after the termination of the war before this abnormal demand is satisfied. It will take two or three years of good crops to bring the visible supply up to normal.

Thus we have the very startling condition of affairs that without Government intervention, and regulation of prices, we still have a period of from four to six years during which time the demand for raw produce of all kinds will greatly exceed the supply, and the situation will be continually aggravated as the supply lessens. We have hope however that the United States Government will, through it's food dictator "Hoover of Belgium" regulate prices, and in this way tend to keep them around present levels, or at least within reasonable proportion, as otherwise the most exaggerated, and inflated prices would very soon be current.

It is indeed a serious situation, and an important one at this time when overalls are in such large demand. There is this very hopeful feature, however—those needing overalls have the money to spend. The dealer's necessary increases will not stagger any purchaser.

BUILDING UP BUSINESS IN A SMALL TOWN

Continued from page 41.

The first and most practical step in getting what one wants in this world is wanting it.

The basis of successful business is imagination about other people.

* * *

Beware of desperate steps. The darkest day,
Live till to-morrow, will have passed away.

* * *

I have come to believe that the hero is the common man's desire and prayer writ large. It is his way of keeping ideals refreshed before him so that he sees them, recalls them, suns himself in them, lifts up his life to them, everyday.

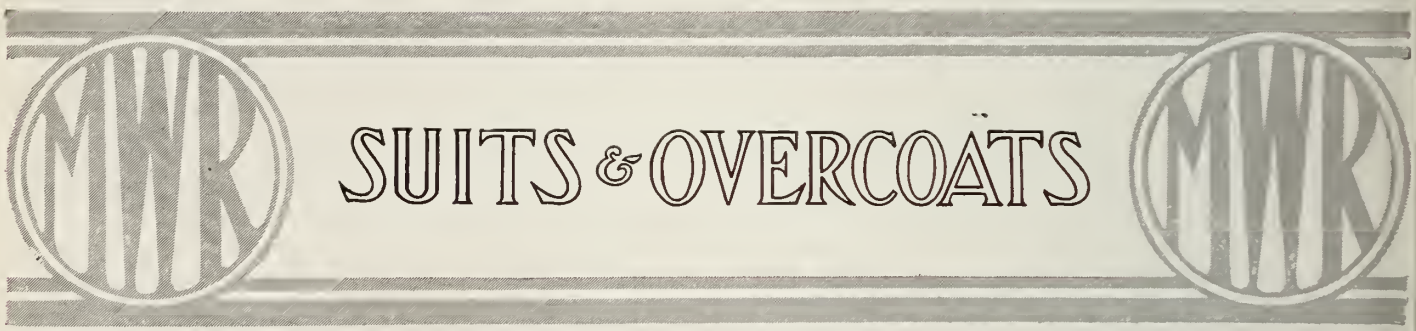
* * *

So Brown proclaims to others the forces and beliefs that control his own life, and communicates to others his optimism. And men and women, when they are served by Brown, feel that they know him better, and they trust him more, because they know what is in his heart.

* * *

I could go on telling you more about Brown, and what he does to build and keep business; how he has made his store in Lansdowne a glad place to visit; how he makes a comfortable income from his effort and service. But perhaps I have told you enough.

The secrets—if secrets they are—of Brown's success are: He thinks; he sells; he serves. Any man anywhere can do the same.



THE NEW BUSINESS CONSCRIPTION WILL BRING

Revival of Military Trade in Khaki Furnishings, Badges, Polishes, Brushes, Swagger Sticks, Boots, Etc.—Privates' Trade More in Proportion Than Before

CONSCRIPTION with some retailers has meant cancellation of orders for requirements in men's wear for the fast approaching Fall. In the opinion of men in very close touch with conditions this is hardly wisdom. That there will be men left in Canada who will wear out their clothes just as fast as ever after a hundred thousand or so of young men have taking to wearing khaki, is a very obvious fact. The removal from civilian ranks of some four hundred thousand young men failed to affect the men's wear business for more than a passing season. Will the removal of a further one hundred thousand men produce any more serious effect?

Not Men for Clothes, but Clothes for Men

Concerning manufacturers of men's wear at this time much more acute than the matter of customers for clothes is the matter of clothes for customers. Very serious looking indeed looms up in the distance the question of wool supplies for civilian garments. Sixteen million pounds of Australian wool was released by Britain recently for America. This was not for civilian wear at all, but for army purposes. A little wool has come the way of Canadian mills, a very little for civilian wear, but should there be any new military contracts in Canada there will be small chance of the mills filling orders for civilian purposes. It is even very seriously feared by leading men in the men's wear manufacturing business that should the war last in condition as at present for one year more, there will be a positive famine in woolen goods generally. This is a most critical period in the history of the Canadian clothing industry. A curious feature of the condition is that the smaller firms may be able

A new model illustrating the tendency to use belts.

to weather the storm better and keep going longer than the immense manufacturing concerns of the American continent. Material will be available in small supplies, and at irregular intervals making it hard to keep huge plants in steady operation, while smaller concerns can jog along.

A Conservative Period

It would seem that the trade is in for a conservative spell as regards materials. Staple goods alone can be counted upon with any degree of certainty. No new materials of outstanding note have been, or are likely to be introduced for this Fall. Some very fine goods have been procurable through belated arrival of long-placed orders, but there is a great and growing scarcity of the really desirable materials, and manufacturers who are able to show the best goods in their lines of garments are fortunately placed.

In styles also the tendency of the times is towards conservative tone, generally speaking. Certain departures will be found without fail, since there must always be a striving after novelty in some form or other, but there can hardly be any very marked changes in styles affecting the main selling lines until the difficulties as regards materials are relieved.

Yet Style Counts Considerably

Yet there never was a period in the history of men's wear in Canada when style counted more certainly. People everywhere demand smartness, quality, appearance as regards their clothes. Even the average man is less content than formerly to appear in a suit that is merely a covering. He wants clothes that give character, garments that show some art in their construction, with lines that express quality and tone. As a manufacturer epigrammatically observed: "People now want their clothes to help make them; they do not want to make their clothes."

Tasteful New Styles

In suits, for instance, the smart military effect is visible. Belts of various kinds give this effect, but there are other subtle touches about the designs which conduce to the same idea of outstanding style. One of the newest semi-trench sac coats shown for this Fall has a yoke with inverted pleat at the back, and a short half belt behind, giving a very neat and attractive effect. Peaked lapels, slant welt pockets, built to waist form, and a full skirt characterize this line.

All Towards Softness of Line

It must be noted that the prevailing effect in men's wear designs for this Fall is all towards softness of line, and fine delicacy of contour, nothing sharp or harsh, only the very slightest of padding. The build of officers' garments for active service has suggested this general tendency. It expresses efficiency and poise. Quarter lined effects are well to the fore in coats, and contrast silks are being used largely in the linings. One very notable feature is that the insides of the jackets nowadays are as perfectly finished as the outsides. Really exquisite finish is found in the inside of the latest Fall sac coats being shown.

Saturday at McLean & Garland's

Summer Underwear

AIR-LIGHT AND NAINSOOK COMBINATION ATHLETIC UNDERWEAR
$1.00 a suit up.

MEN

A man in Chicago last week lost $20,000 trying to get something for nothing.

We can't beat the other fellow, but will give you your money back if you can buy the same quality in these articles any lower in Winnipeg.

It Will Be Bathing Time Soon

MEN'S All-Wool, One-Piece BATHING SUITS,
With Skirt, $1.50 a Suit
Cotton, $1.00

SILK LISLE HOSE,

Palm Beach, White, Black and Tan,
30c a Pair.

Bachelor Suit

A new shipment of BACHELOR GUARANTEED SUITS, pinch-backs or conservative models; plain greys, pepper and salt, brown checks and stripes or blue serges.
$16.50

SPORT TIES

75c

ALL WOOL BLACK, GREY OR WHITE CASHMERE HOSE
50c a pair.

KANT KRACK LINEN COATED COLLARS.
All shapes, 25c each.

Waiters' Coats, Barbers' Coats, Bartenders' Vests, Dentists' Coats, $1.25 to $2.50

BLACK SATEEN SLEEVE PROTECTORS
25c

COATLESS BRACES,
2-Point or 4-Point, Sliding Back,
35c and 50c.

AUTO UNION SUITS.
Blue or Tan.
$3.00.

SPORT SHIRTS
Perfect Fitting, Standard Makes,
$1.25 to $5.00.

LEATHER OR ELASTIC BELTS
50c, 75c and $1

NEW SUMMER SOFT COLLARS,
15c and 25c.

SILK CAPS,
75c, $1.00, $1.50 and $1.75.

FEATHER-WEIGHT SILK MOTOR HATS
$1.50

ITALIAN CHIP HATS.
Light and Cool.
75c, $1.00, $1.50 and $2.00

SOFT SHIRTS

$1.00
$1.50
$2.00

MEN'S NEGLIGEE SHIRTS
Soft or stiff cuffs.

A GREAT STORE FOR BOYS

MEN'S AND BOYS' EXCELSIOR RAIN COATS
$5.00 and up.

BOYS' BLOOMER PANTS,
Sizes 22 to 36,
Worsteds, Tweeds, Serges and Corduroy
$1.00 to $2.50
a Pair.

CHILD'S WIDE-BRIM STRAW HATS
$1.50.

BOYS' NAINSOOK COMBINATION UNDERWEAR
90c and $1.25.

BOYS' WHITE DUCK PANTS
$1.00

HOOK-ON TIES.

Choose From Many Patterns,
25c.

NEW SUMMER NECK-WEAR,
25c, 50c, 75c and $1.00.

MEN'S PANAMA HATS
Staple and novelty shapes
$6, $7.50 and $10.00.

STRAW SAILORS
From 50c up

PAD OR STRING GARTERS
Single or Double Clasps.
Old Qualities at Old Prices,
25c and 50c.

TUB TIES,
25c and 35c.

WORKING OR GARDEN HATS,
Cows Breakfast 25c
Mexican 50c

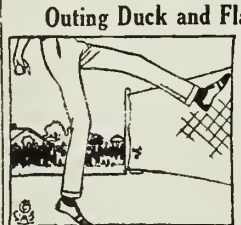
MEN'S UMBRELLAS
$1.00 to $5.00.

WAREHOUSE DUSTERS
$2.25 Each.

GARDEN GLOVES
2 Pairs for 25c.

MEN'S WASH VESTS
Plain white and light stripe.
$1.50

Outing Duck and Flannel Trousers



White duck $1.25 Flannel $5 and $7.50.

Mail Orders Carefully Filled—All Goods Exchanged or Money Refunded.

CHROME TAN FIRE-PROOF GLOVES
75c.

SILK ARMBANDS,
25c

OPEN SATURDAY TILL 10 P.M.

MEN'S WORK SHIRTS,
75c to $2.00

SEAL PACKAGE LAWN HANDKERCHIEFS,
2 for 25c

MEN'S CORDUROY AND BEDFORD CORD TROUSERS,
First Quality, $5.00 a Pair

MEN'S HOLE-PROOF TROUSERS
Guaranteed for six months
$3.50 a pair.

MEN'S OVERALLS
$1.25, $1.75 and $2.00.

McLEAN & GARLAND
LIMITED
MEN'S AND BOYS' OUTFITTERS
City Hall Square, Corner Main and Market Streets

A splendid Summer clothing advertisement. It must have pulled trade

Vests are made to match the coats as much as possible. Pockets of vests are similar to the coat pocket styles, and the same general character is achieved in vest styles as in the coats.

There have been fears expressed that the shortage of wool may cause the disappearance of the vest, but so far no hint of this is given. The first hint to be expected would be the appearance of vests in different materials from the coat and trousers. Should the wool situation get more serious, some departure along this line may be looked for.

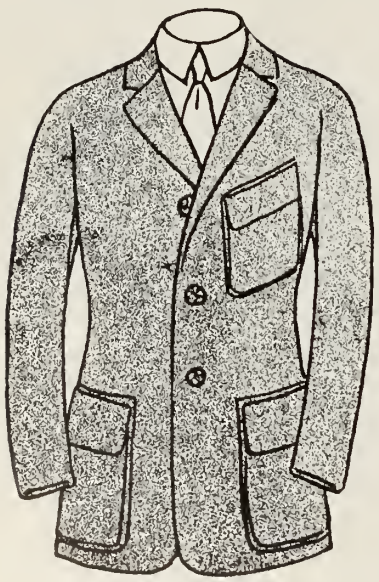
The fact that latest advices from Huddersfield, England, tell of a cutting off of 11 hours from the working week of the woolen industry, a fifteen per cent. reduction in the hours of the spinners, and a two-thirds reduction in output of fabric for civilian purposes indicates the state of affairs. These cuts are due not to any over-production of goods but to lack of material. It is an unprecedented situation.

Trousers Conservative

There is a conservative tendency, with inclination towards the English models as regards styles for trousers. A tighter waist effect is noted by some manufacturers. There is also a new effect in evidence in the piping along waist bands of trousers to match the piping found also on the insides of coats. This is an additional touch in finish characteristic of the style tendencies which meet the demand of the hour for highly finished, ultra-stylish men's wear. Straight cut narrow trousers with neat cuffs as a rule for young men's wear, and without cuffs for the more conservatively inclined, are the basis of style in nether garments at present.

No return to suits in their entirety for a minute, the styles for conservative young men are receiving great attention. Young men's suits in very modified styles are being created by the best designers and will be found shown in full range to meet demand of any kind of trade. Perfectly plain cut suits on English lines are taking a prominent place in the showings this Fall. Three button sac coats (two buttons to button) with no exaggerations in any direction, are well to the fore.

Nifty double-breasted, form-fitting sac coats are also being shown, and these are finding acceptance. Mostly all of the plain young man's styles at present show the vent in the back of the coat, with a right angle turn at top, and a sewn finish.



A semi-military style expected to find favor.

New Overcoat Ideas

That the belt idea as exemplified in the trench coat is going to prove a stayer is the opinion of many in close touch with the overcoat situation. Trench coats—which are declared to be in reality a revival of an idea that was tried out long before the world-war—are very much in vogue, and will be for the Fall and Winter. Whether they are to have fur collars before the Winter wanes, is not at all decided at yet. But the belt is found useful and also comfortable. It enables an overcoat built of light material and unlined or one-eighth lined, to keep out the chilly breezes. It keeps the coat from flapping, and adds a brisk, well braced appearance to a wearer of average height. Since manufacturers are averse in many cases to mimicking military styles for mere civilian wear, but since the merits of the neat, brisk, well-groomed appearance are patent to all, the effort in designing variations of the first trench coat idea is all towards creating an effect of precision which is military without being mere mimicry. The style and carriage, the swing, and neatness of the coats are full of the military spirit of fighting nations, but the latest trench coats for civilians are not lavish copies of those worn by military men. They have certain features which recall familiar pictures of officers on duty in stormy weather. For instance, there is the convertible effect collar found in some of the newest trench coats. This collar has a high flap to button across the neck which gives the coat in cold and windy weather, great additional comfort, yet owing to the belt idea there is lightness and support.

Trench Coat. Shown by B. Gardner Co.

Another belted effect.

Slant Effect Patch Pockets

Slant effect patch pockets (with the patch inside) are found in the late idea trench coats. The pocket holes also have an inside opening leading right through past the pocket pouch so that the wearer can reach pants pockets without unbuttoning the coat. The newest trench coats have yoke back with inverted pleat—a decidedly military touch—and have full flare skirt. They are lined and finished in fine silks and satins, silk sleeve linings being quite an essential in the finest lines. The quarter and one-eighth lined overcoat is undoubtedly to be in big demand this Fall.

Another attractive line of overcoats is built on the same general lines as the trench coat, but with outside patch pockets. The style is a clever modification of trench and raglan coat ideas, making a remarkably serviceable overcoat. A feature of the finish is the working of four rows of extra stitching around all seams, even up and down the back, and around edges of the big, comfortable collar. There is one notable exception to the stitched effect. That is the belt. This is perfectly plain. The coat is on lines to appeal to men not over fascinated by the trench coat offerings, and has many merits all of its own.

WHAT IS BEING SHOWN IN MONTREAL

Summer Suits Now Showing—Silk Shirts and Silk Underwear Evidently Expected to be Big Sellers—Shoes More Than Ever to the Fore.

SUMMER came late to Montreal, and overcoats lingered not only in window displays but also on the backs of wearers until June was well begun. Towards midsummer's day, however, a little more warmth in the air induced an immediate blossoming forth of straw hats and gossamer underwear displays in the men's wear windows. Palm Beach and other light summery suits also appeared plentifully, the Palm Beach suits being priced as low as $12, and made to order at that.

The big department stores led off the straw hat displays. Almy's had one, and Goodwin's another long before the weather conditions justified the wearing of such Summery headgear, but not too early to help customers make up their minds. The straws shown are not outstandingly "different" this season. High crowns, rather narrow ribbons, and brims of average width predominate. There are some exaggerated shapes, but so few that they may even be overlooked by the casual passer-by. One of these has the crown high and tapered a little after the style of the silk topper of most recent New York vogue. In material the straws are mostly smooth plaited. Some rough straws are shown here and there, and a very few fancy plaits with wide ventilating apertures in the crown above the ribbon, and just below the top. Prices of straw hats vary from the humble dollar upwards till the realm of the panama is reached.

Many Panamas

Of panamas there are plenty from $5 up, and in varied shapes, but with the most familiar knock-about-shape that can be rolled in the lead. Plain and puggaree bands are shown. There are also plenty of Toyo hats of Japanese paper weave, which look like very white panamas of smoother than usual surface, and plaiting as close as that of the finest of panamas. These promise to be popular this season.

All varieties of warm weather underwear have been occupying a vast proportion of the display space of the Montreal men's wear trade for the past weeks. The adage "Cast no clout till May be out" has been adhered to of necessity owing to chilly weather, and until the middle of June there was little to tempt the purchaser in the sight of light Summer undergarments. These have been shown in abundance, however, and at by no means appalling prices. The humble necessary dollar is still equal to the task of buying a sleeveless combination garment in open mesh material or closer weave light fabric. Silk underwear at three dollars for a short sleeve combination suit made a good appeal to the longer purse in a St. Catherine Street store, and balbriggan underwear was frequently shown in all the down town stores.

Soft Collars to the Fore

Shirts made no very outstanding impression of novelty in any line. The wide striped patterns described in previous notes were fully visible, and many neat and attractive shirts with soft collars had their share of display space. Soft collars, by the way, have made a very big showing this season. The manager of the men's wear department in one of the St. Catherine St. department stores declared that he had never seen such variety or such excellence in the whole range of soft collar lines as he has seen this season. And they are selling well. Something like a revolution has happened in the collar end of the men's wear business as far as demand for soft collars is concerned. They come in all dainty fabrics from silk to plain linen, and some have a silk stripe on linen with a delicate pattern woven into the stripe. Others are in a brisk pique. All have a clean-cut, business-like appearance which was foreign to the first soft collars introduced, and this new quality of excellence accounts no doubt for the increased demand.

Pongee silk shirts in the pleasant color of that lasting and economical material have been prominent in the displays. Goodwin's Limited featured a fine showing of these with bright one-color four-in-hand ties for the color note. Brilliant blue predominated amongst the ties, but brilliant green, cerise, and scarlet ties were also shown. These colors make a good effect along with the warm tone of the pongee silk. Some etceteras entered into the display in question, a travelling bag, one of the new walking canes with an octagonal handle in ivory and walnut or some other hardwood, and a pair of low shoes in the fashionable dark brown. Shoe displays for men in Montreal have towards midsummer, inclined more and more to the new brown until the plain, indispensable black shoe has seemed to suffer almost total eclipse. But the impression is an illusion. There are plenty of black shoes both for sale and being worn. The fashionable brown is, of course, a rich vandyke or chestnut, and an exceptionally beautiful low shoe in this color in real cordovan leather was shown on Peel St. The once familiar ducksfoot fellow shoe and its more modified chrome tanned companions of earlier vogue have been relegated to the job-lot counters and the top shelves of windows where their $2.50 and $3.95 price tickets form a sad reminder of price-standards in footwear long outstripped by old H. C. of L., which cabalistic sign may be read High Cost of Living or High Cost of Leather to suit the reference.

Shoes Being Largely Shown

The use of shoes in men's wear window dressing has developed of late in Montreal, and frequently a neatly creased trouser leg is adroitly led to its proper relationship with a handsome shoe in a window trim, the suggestion being usually completed by the use of a walking stick, and a pair of gloves in association with the trouser trim. Thus hands and feet are called to mind, and this little trick of the window trimmer somehow suggests life and action far more readily than would a wax figure in the suit being shown. The coat and vest are generally found near the trousers which are artfully draped with the support of a seat of some sort in the window.

Bath robes and dressing gowns of light silk and rough towelling, or fancy colored fabrics have been largely used in window trims and interior displays. The coming of the era of the Summer Home and Camping Season influence the display of bathing robes, no doubt, and these have been receiving attention from salesmen and from customers.

Another line called forth by the season's needs is the little matter of belts. These have been shown in all varieties of neat leather, fabric covered leather, and the new "live" leather. The buckles have been revolutionized in some lines by the removal of the metal "tongue" and substitution of the firm grip of a new device which catches the belt across its breadth and does not necessitate the piercing of the leather at any place. This new idea also permits of far more delicate adjustment of a belt to a waist development as may be understood.

Wash Ties Big Line

In neckwear wash ties and the latest in brilliant-hued French crepes have been making the windows bright. The wash ties have appeared in very attractive patterns, and in style are a little wider than the Derby tie. Cheney silk cravats and tubulars have been featured extensively, and here and there have been seen ties in stripes almost as gay as the combined colors of the whole series of the Allies, including the United States. The Paisley pattern still prevails in neckwear, but many dainty designs in flowered printed failles,and in woven fabric ties are also seen in profusion. Knitted silk ties are also showing and going well, and there have been neat displays of ties with the new hemstitched aprons—a novelty based on a former fashion, it is said, and pretty for wear when the waistcoat is discarded, but embodying an embellishment of a portion of the tie which is otherwise rarely seen.

OBITUARY

Wm. Hyland, tailor, of St. Mary's, and formerly an employee of the T. Eaton Co., Toronto, is dead.

C. P. Oliver, of Hamilton, Ont., for forty-two years employed as a cutter with the Sanford Manufacturing Company, is dead.

HATS and CAPS

U. S. DEMANDS COMPLICATE HAT SITUATION

Million and a Half Felt Hats Ordered For the Soldiers—Hat Reduces Further the Visible Supply of Fur—Orders to be Taken Earlier This Year.

AS indicating the difficulties which hat manufacturers are likely to face with regard to securing raw material, there may be noted the order which the United States government has placed for 1,500,000 of the wide felt hat which Uncle Sam's soldiers wear. This order, it is estimated, will require the use of 300,000 lbs. of fur, and coming on top of the depleted fur market, will do its bit towards making the task of getting fur still more difficult.

As a result, indeed, of the scarcity and high price of fur, there is talk of the tweed hat becoming more popular. Of course the material going into this is scarce too but what would be required for the hat trade would be a flee bite after all.

However, manufacturers of hats being sold in Canada appear still able to get fur although they unquestionably have to pay a high price for this and although their supply is not assured anything like as long in advance as they would like. Still, while the fur is obtainable at all—and in spite of difficulty it will be secured in limited quantities for many months to come—the felt hat will continue to reign.

Some Important Tendencies

While there is nothing new in styles—nothing of great moment—to announce this month, there are some tendencies now showing themselves to dealers.

The first of these is a tendency on the part of hat manufacturers and wholesales to get their travellers on the road earlier this year than formerly. Indeed the first week in August will see many hat men boarding the train.

This change is coming largely because of manufacturing difficulties in Great Britain and the European countries, and because of the delay in shipments from "across the pond." It is estimated that if travellers get out in August instead of September orders will be secured just that much earlier, this will enable the manufacturers abroad having a month longer in which to turn out the hats and get them delivered in Canada. It should, wholesalers and manufacturers estimate, reduce the delay in shipping as much as possible. Of course this earlier start of hat travellers applies particularly to the representatives of firms which are handling British and European hats. From what MEN'S WEAR learns however, it seems that there will be a general tendency to take the road earlier this year. Manufacturers from the United States and the Canadian manufacturers, will want to get after trade at the same time as their competitors—although there does not seem any reason to fear that any good hats will go without purchaser. With money as plentiful as it is generally in Canada today, there will certainly be a big demand for hats even with more men joining the army.

Another tendency noted this Spring is also on the part of those firms who represent the British and European houses. Ordinarily the traveling representatives of such firms took out samples from which they accepted orders. Then these orders were sent to the manufacturing plant overseas, the hats were made, according to order, and delivered. This policy will of course be carried out this Fall—as has been noted it is to send these orders over to the British and European manufacturers some months early that travellers are going out in August—but wholesalers have made sure of prompt deliveries by placing in advance substantial orders for lines which they feel sure will be big sellers with the retailers.

Ordered in Advance

One form for instance ordered in April good quantities of two soft hats, one a soft green shade in conservative model, the other a Moor grey shade also in a conservative style. These two hats, and a few others, were selected, as certain to be strong with the trade, at a conference in which all the travellers took part. The order was then placed and as a result the hats are already being made up and will be delivered here in the Fall. For these lines therefore, dealers will be absolutely sure of early delivery unless Kaiser Bill's submarines sink all the boats on which these are shipped.

How Manufacturers Are Getting Along

By the way hat manufacturers overseas are getting along very well in spite of the fact that many of their employees are at the front. One large English concern for instance has called back a number of the old employees who were on pension. Moreover the orders received by this firm are greatly reduced. Prior to the war much of the Company's sales went to Germany and Austria—also to Russia. Practically all the orders from these countries are cut off. The office staff therefore,—that is of the men over age for military service—is larger than necessary and heads of departments—men some of whom are drawing about $7,000 a year salary—which means even more over there than it would here—are back now at work which they were doing perhaps twenty years ago—actually working on the hats themselves.

This leads to the viewpoint that after all we are not down to a war basis in Canada yet. We are not adjusting ourselves as they are in England.

There is this other point for us to bear in mind when considering the probability of getting deliveries of hats made by the allies. The raw material available by the manufacturers may be smaller than before the war—smaller by many hundred per cent.—still the manufacturres may be able to turn out goods for the Canadian trade fairly satisfactorily because these other large orders—from Germany, etc.—are cut off. So the Canadian trade becomes a larger percentage of the manufacturers' business and deliveries can be made pretty satisfactorily in spite of shipping difficulties.

Difficulties Here

Canadian manufacturers are also having difficulties. Raw material is a very perplexing problem, and one, as we have indicated, which will in all probability become more perplexing. Nevertheless at the present time there seems to be good supplies in the hands of the various Canadian manufacturers.

The dye situation has eased up materially both in Canada and in Great Britain and on the allied European countries generally. This of course is because of the strides the American dye makers and English dye makers have made.

This by the way is a situation which leaves room for speculation as to what the future will bring. Will the English and Americans continue in the dye business after the war, or will they let the Germans get at least a part of this trade? It seems certain that Germany will have a vast amount of dyes stored up for these are by-products of the explosives they manufacture. Perhaps this fact explains why Germany could always sell the dyes so cheaply. All the time they were storing up ammunition they were making us pay for it by purchasing these dyes which were, as we have learned, a by-product of the ammunition itself.

However, what will happen after the war is not, we fear, a problem that will have to be decided this month or next.

Caps Gaining Greater Favor

The cap business is in a flourishing condition. In the Maritimes caps always have sold very largely and are continuing so to do now. The demand there seems to be for the conservative styles. In Western Canada the call for caps is also large but the brighter patterns are there more generally sought.

There has been a revival in the cap business in Ontario. Manufacturers have regarded this as rather a bad province for cap trade. Of late, however, there has been a marked improvement. Perhaps the cap manufacturers can thank themselves for part of this improvement. Certainly caps have been marketed here more intelligently during the last two or three years than for some years previously. On the other hand the popularity of the automobile has down its part, the cap is a very suitable head gear for a person flying about in a motor car.

The cap manufacture is of course confronted with the usual number of war problems. At the present time perhaps the greatest difficulty is in securing lining. These linings come from Southern France—about Lyons. While that part of France is not disturbed as the result of military activities, labor of course is very scarce and costly. So linings cost more in France, and when the transportation difficulties are considered it will be understood that delivery of these linings are slow and the prices paid for them here are necessarily high.

Tweeds and other materials used in the manufacturer of caps seems to be available. Indeed the styles and patterns on hand for the trade's inspection in the late summer seems sure to be remarkably good.

Cloth Hats for Boys and Girls

For boys' bell shaped cloth cap or hat —an increasing demand is being noted. This perhaps is because of the larger amount of money women have to spend on their small boys—a fact which we have explained from time to time. Perhaps the call for these bell hats is the result of many women coming to recognize that these are a splendid hat for little girls as well as little boys. Certainly this is a line which many dealers are finding it to their advantage to handle.

In July panama hats for Spring 1918 will be shown to the wholesalers at least. It would seem that Alpines will again be strong for next year. Manufacturers however state frankly that their styles for Spring 1918 are by no means complete. They will see what is turned out in the way of new shapes by the felt hat manufacturers this Fall. Many of these shapes which appeal to them as suitable for panamas will be made up.

"BOB" LONG AWARDS PRIZES TO WINNERS IN WINDOW DRESSING COMPETITION

DEALERS all over Canada will remember for a long time to come, "Bob Long Week," held from April 2 to 7.

It was something unique to hold an opening for Overalls, or a "Workingman's Spring Opening," as Bob Long termed it, and it was a good success all round, considering that it was held in Easter week, when a great many merchants were displaying Easter goods.

The many dealers who saw the force of co-operating on this special week made striking displays with Bob Long Overalls, Shirts, Gloves, Sweaters, and other knitted goods—the honors going to Summers and Frost, Kamloops, B.C. (first prize of $25); Jas. F. Lienster, Parry Sound, Ont. (second prize of $10), in the class of towns under 5,000 population: and Joseph Reycroft, Windsor, Ont. (prize of $25), in towns of over 5,000.

This is only one of a dozen lines of action the R. G. Long Company, Limited, has devised in accordance with its working principles. "It is only half the battle to get your goods on dealers' shelves. The main attack is to get them off again."

Easy looking interior trim of straws in Henry Morgan & Co.'s men's wear department. Note boxes for storing reserve stock under table.

MARKET REPORTS

THE MARKETS AT A GLANCE

PRICE changes in lines affecting men's furnishings have been keeping pace with those of recent months. Conditions generally point to a firm position in almost every line. Any commodity into which wool or raw cotton enters can be expected to be in a generally firm market for some time to come. Raw cotton advanced to new high levels during the month and there is prospect of a considerable decrease in the world's wool supply this year as compared with last year. This is due in large measure to a decrease in the flocks of Australia and New Zealand.

Cotton goods, such as those used in overalls, have gone higher with a jump. Advances have been recorded in overalls from $1 to $3 per dozen. The latter advances are made on combination suits for use by boilermakers and automobile assemblers. Automobile dusters have also registered advances during the month.

White laundered and soft collars have been increased in price to the retail trade. This now makes the collars a 20-cent line, or three for fifty cents to consumers.

Certain manufacturers of tweed caps advanced their lines during the month. The hat trade has been somewhat slow, due to the unseasonable weather for straw hats. New Fall samples of felt hats are expected to be shown in the near future.

There is a disposition for manufacturers to stay out of the market in the naming of prices for cotton underwear to be delivered in the Spring of 1918. There is so much uncertainty in the raw cotton market that they are inclined to wait some little time for developments. Prices were announced on balbriggan underwear by some concerns during the month, but were withdrawn again, influenced by the steadily advancing cotton market.

There has been an extra heavy demand for running shoes for boys, manufacturers and wholesalers being unable to keep up with the inquiry. This is accounted for by the fact that they are cheaper than leather shoes and boys prefer them during the Summer months.

UNDERWEAR

Uncertainty Over Prices to be Fixed for Spring of 1918—Prices Announced But Were Withdrawn Again

UNDERWEAR.—Owing to the uncertainty in the cotton market, where prices have advanced to new high levels during the past month, there has been a disposition among manufacturer of cotton underwear to keep out of the market with respect to the announcement of prices. During the first part of June some manufacturers announced their prices for spring delivery of 1918 but a few days later withdrew them and at the time of writing these prices were still withdrawn. The condition was brought about through the uncertainty in the cotton market, which governs the price of yarn used in the manufacture of cotton underwear. For the cash raw cotton the high prices of 25¼c. per pound was reached. When such prices as these were paid the manufacturers of balbriggan underwear who had announced their prices were disposed to stay out of the market for a time at least until conditions settled. Sorting orders on cotton underwear have been fairly good during the past few weeks. There are some lines in which a shortage prevails. Predictions are made by those in touch with the underwear situation that manufacturers will announce prices for spring of next year at fully a third higher than those prevailing for the spring of this year. There are those in the trade who think the price of cotton will go much higher as the crop prospects in the Southern United States are not promising at the present time for a big yield. With such a condition the price of underwear for next season's use are bound to be higher. In the woolen goods there is a similar situation. With the prospect of a smaller wool clip in Australia and New Zealand during the present year and with a heavier demand on wool than ever before, together with a greater waste, the prospect for the wollen underwear for next year is not bright. Prices in underwear held stationary during the month, business being confined mainly to some sorting orders for the present summer's trade.

BOOTS AND SHOES

Possibility of Conscription Having Effect on Shoe Trade—United States Purchases 7,000,000 Pairs of Shoes

SHOES, RUBBERS.—There is a feeling of hesitancy in the Canadian shoe market which some closely connected with the shoe trade attribute to the possibility of conscription being enforced in Canada. Buying has not been heavy by those from whom trade is ordinarily expected to come. With the United States in the market for heavy purchases of shoes for military purposes the manufacturers in that country have been kept very busy. Orders have been placed for 7,000,000 pairs of shoes with manufacturers in the Republic. This is having the effect of taking all available stocks of leather and putting a firmness in the market. This firmness has no doubt been discounted for some months past,

however, as indicated by the fewer price changes that have been announced by manufacturers to the wholesalers. "We have had fewer increases in price during the past month than for some months past," stated a representative of one of the wholesale houses. "We understand there is an easier feeling in the leather market with the manufacturers of shoes in Eastern Canada. Representatives of shoes houses who have recently made a visit to Eastern manufacturers assert the latter are not having to go to the tanners to get quotations. The tanners show an eagerness for business and are now soliciting trade from the manufacturers. This is a condition that is just the reverse of a few weeks past. Manufacturers of shoes have been the ones who sought out the tanners when they wanted leather. As to what the reason for this easier feeling is not apparent. With the heavier demand for leather in the United States there should naturally be a still greater firmness for leather. This condition may be only a temporary phase, however, with the Canadian shoe manufacturers."

Running Shoes in Big Demand

There is an extra heavy demand for boys' running shoes this season due to the fact that they are cheaper in price than leather shoes. "Parents find they can buy two to three pairs of these running shoes for their boys for the price of one pair of leather shoes. With the high cost of food commodities people are finding it necessary to make two or three expenditures for shoes for their boys spread over the summer months rather than make one bigger expenditure at the first of the season," is the way one wholesale firm stated the case. "Rubber companies are now able to keep up with the demand, however. And retailers are unable to get the quantities of shoes they would like for this trade." The price of rubbers has held firm during the month at the advances recorded last month. Business has been exceptionally good in the forward booking orders on these goods.

CLOTHING

Reports on Clothing Business Continue To Be Gratifying—Expected To Be More of a Hand to Mouth Nature

CLOTHING.—Representatives of some of the clothing manufacturers who recently returned from a trip through to the Western Coast state that business resulting from the trip has been most gratifying. In Vancouver and Victoria goods orders were placed by concerns who are well able to carry these stocks even should the demand anticipated not develop. "This is the best year we have had," stated one of the partners of a clothing manufacturing concern. "We could develop our factory to much greater proportions at the present time if we should so choose as the business at the present time would warrant it. We are inclined to get along with present plant, however, as there is just a possibility that with the coming of conscription there may not be as heavy a demand and cancellations of orders might develop. There are indications that some concerns have been meeting with cancellations as we have had quite a number of workmen around recently seeking for work. The season is somewhat uncertain at the present time due to the possibility of conscription. Young fellows who would ordinarily buy a suit of clothes at this time are waiting to see what is going to develop. They reason that if they will have to get into khaki they may not need a new suit. There is no indication whatever of cancellation of orders so far as our own customers are concerned. These orders were placed in March and April and the first part of May and for the most part are for concerns who would take the goods regardless of what might happen. They are substantial enough in a business way to carry their stock if need be to such times as they are able to dispose of it."

High Priced Suits Selling

Cloth values have been mounting steadily during the month. One concern having in their trade some firms who ordinarily take high priced suitings are finding no difficulty in a continuation and recently had occasion to place an order for some goods which are more than double in price that of pre-war times. Where formerly this cloth cost $2.05 per yard it now costs $4.79 to lay down. This represents an advance of $2.74 per yard, or about $8.22 on the price of a suit. It is pointed out that the extra cost of trimmings is about $1.50 per suit extra, and that the additional cost in making is about $2 per suit due to the higher labor cost. There is besides an additional 25c. per suit to be charged to overhead expenses, as it is found the cost of overhead has increased under the present working conditions. This suit would now sell from $40.00 to $45.00 in a retail way. Under pre-war conditions it would cost about $8 less than these figures, which would make the selling price from $25 to $32 per suit. This is for one of the better-grade cloths but is an indication of the way costs have advanced for all grades of suitings.

SHIRTINGS

Laundered and All Soft Collars Advance 15c Per Dozen Which Now Makes Retail Price 20c Each or 3 for 50c

SHIRTS, COLLARS.—Manufacturers of laundered and soft collars have advanced their prices 15c per dozen to take effect on June 1. This now makes the selling price to the retailer from $1.30 to $1.35 per dozen. The price at which these collars are to sell to the consumer is 20c each or three for 50c. It is stated by representatives of manufacturers that such a selling proposition is resulting in larger sales as the purchaser will invariably buy the three collars when the prospect of saving ten cents is presented. The collar and shirt section of one large department store finds that the sales now are invariably in lots of three whereas under the previous selling price of 15c each sales were usually made singly. The reason for the advance is given by manufacturers as the continued increase in the costs of all raw materials and supplies. Business in collars has been good and in soft collars exceptionally good. One large manufacturing concern stated they are selling fully four times as many soft collars this year as compared with last year. The white soft collars are the most popular.

Business in shirts is somewhat quiet during the first part of last month, particularly in the small towns. In the larger cities there has been a good trade and sorting business has been fair to normal. Prices in shirt lines held steady during the month.

HATS AND CAPS

Spring Samples of Felt Hats Will Be Shown by Middle of July—Unfavorable Weather Affects Straw Hat Trade

HATS AND CAPS.—Wholesales quite generally will have their range of hat samples for the spring of next year on display by the middle of July. Some concerns expect to have theirs in hand not later than August. One wholesaler of a well-known English make gives it, as his opinion that advances in the new spring lines can hardly be looked for. He is of the opinion that they are already high in price and that the manufacturers will be loathe to make further advances. There is another factor over which the manufacturers have no control and which may operate to cause prices to be slightly higher. There is expectation that freight rates in Canada will be higher if the railroads get what they are asking for. With the continuation of the submarine activities there is a probability that marine insurance and the cost of water transportation generally may go still higher. This additional cost would have to be absorbed somewhere along the line. Business in felt hats has been rather quiet during the past month. It is now between the straw hat season and the felt hats. With the backward season straw hats have not been moving readily from retailers stocks and this has made sorting business for wholesalers very light. Much depends on the weather conditions up to the middle of July whether or not this line will have to be turned at a loss. Stocks are very rarely carried over from season to season by retailers and as a result sacrifice is usually made to clear out stocks when the month of August looms up.

Some Lines of Caps Advance

One of the manufacturers of caps in the Martime Provinces recently advanced some of their lines from $1 to $2 per dozen. Some grades that formerly sold for $8.50 have been increased to $10.50 while others that sold for $8.50 have been advanced to $9.50. The range of

prices of the concern in question is now from $8.50 to $15 per dozen. It is the purpose of this concern to go after the Ontario trade more energetically and to place a line on the market next spring to sell for $21. Business in caps has been good, but manufacturers experience difficulty in getting a suitable range of tweed cloths.

NECKWEAR

Swiss Neckwear Silks Have Made Further Advance of 5 Per Cent.—Raw Silk Holding Firm

NECKWEAR.—Dealers in Swiss neckwear silk were notified during the month that a further advance of approximately 5 per cent. had been made in the various lines of silk entering into the manufacture of ties. This will ultimately have a bearing on the quality of the tie to be secured and the price. American silks have not been advanced materially as yet as the details for the new revenue bill has not been decided upon definitely. The measure is still before Congress which provides for an increase of 10 per cent. in the way of war import tax on raw materials. There has been a firm market for raw silk during the month as the silk interests in Japan apparently have the situation well in hand and are able to dominate the market. Large increases in the output of silk in Japan are expected for the coming season.

Swiss Silks to Enter Britain

As a result of the recent conference with representatives of the Swiss government and the British Government over the import of silk into that country the basis of 50 per cent. of imports has been arrived at. According to the terms of the recent prohibitive measure on certain articles silk was excluded from Great Britain entirely. Arrangement was made whereby this was modified and Swiss manufacturers were allowed to ship silk pending further negotiations. Now that the basis of 50 per cent. of previous imports has been allowed this will mean a considerable restriction of the Swiss silk weaving industry. Great Britain was one of the chief markets of the Swiss manufacturers. This will no doubt seriously affect the industry as the overhead charges of producing silk will be greatly increased as a result of restriction of output. Of course an outlet for silk may be found in new markets, but it remains to be seen whether or not the Swiss manufacturers will find new markets.

Shipments of Italian Silks

During the past month two fairly good-sized shipments of Italian silks came forward and have been turned into trade channels in short time. Neckwear from this grade of silk retails around $1.50 each and the demand is apparently good. The biggest selling line at present is reported to be crepe failles which are retailing around 75c. There are still numerous lines that are to be had for 50c each and even 25c each, as there is a certain class of trade that always buys this article. One large neckwear concern stated that 75 per cent. of their business is now down in the 75-cent line of neckwear.

HOSIERY

Hosiery Expected To Be Much Higher for Next Spring Delivery—Hosiery Stocks Reported to be Light

HOSIERY.—There is every indication that prices on hosiery for spring delivery of 1918 will be much higher than those prevailing for the past spring. Manufacturers agents in certain instances give it as their belief that prices will be fully one-third higher by the spring of next year, judging from the conditions in both the cotton and wool markets at the present time. There is some relief in sight for Canadian manufacturers of woolen hosiery as an allotment of wool has been made to Canada from the Australian and New Zealand wool clip. When these supplies will reach this country is not known, as they have not yet left the country of origin. Yarn stocks in the hands of Canadian manufacturers of woolen hosiery are stated to be light. Yarn manufacturers have been out of the market with quotations for some time past. On cotton hosiery there is an uncertain market due to the condition in the raw cotton market. Indicative of the conditions that exist with American mills is shown from the fact that one concern will not book orders on cotton hose at present prices for delivery later than October. Other years the custom has been to take orders at present for delivery half in January and half in March. In the United States the opinion is expressed by authorities on market conditions that new prices for spring are not likely to be issued before August 1. This is placing the opening date quite a bit later than in normal years. The United States Government has been in the market for large quantities of heavy woolen half hose which has been taking the attention of manufacturers on the other side of the line.

GLOVES

Buckskin Moccasins Have Been Advanced—Demand for Gloves Has Been Keeping Up Well

GLOVES.—The demand for gloves for fall delivery has been good, the chief difficulty with manufacturers being to get sufficient quantities of leather for their needs. Deliveries of leather stocks were light and the market has been in a firm position in consequence. There was no disposition to look for easier prices. All lines held steady in price with the exception of buckskin moccasins, which in certain grades were increased in price. The lines formerly selling at $19.50 per dozen are now quoted at $22.50 per dozen while those formerly selling at $27 are now quoted at $34 per dozen. Following are the quotations:

	Per dozen	
Split cowhide working gloves	$ 9 00	$13 50
Buckskin gauntlets	15 00	27 00
Buckskin moccasins	13 50	34 00
Horsehide teamsters' mitts	12 00	33 00
Grey suede gloves	21 00	27 00
Ivory capes	22 50	27 00
Tan capes	22 50	27 00
Automobile gauntlets	37 00	48 00

SILK AND WOOL ADVANCES

TWENTY-FIVE per cent. advance on all silks is coming into effect, and making itself felt by the manufacturers of ties and other neckwear. This will also affect the silks new being largely used in the linings for suits, and will influence the shirt market to greater firmness. Regarding the advances in wool due to scarcity, a manufacturer of suits and overcoats in Montreal believes that this may cause advances in cost of ordinary suits and overcoats of woolen material to the extent of from four to five dollars each.

SHORT TIME IN THE MILLS

Decisions of Trade Representatives in Conference

A CONFERENCE of representatives and operatives' associations in the woolen and worsted trades of the Huddersfield, Morley and Hay heavy woolen districts was held in Huddersfield on Thursday for the purpose of considering the manner in which the reduction of mill hours for weaving and spinning should be effected to meet the situation created by the Wool (Restriction of Consumption) Order. Representatives of the following associations and trade unions were present: The Huddersfield and District Woolen Manufacturers and Spinners' Association, the Fine Cloth Manufacturers' Association, the Huddersfield and District Yarn Spinners' Association, the General Union of Textile Workers, the Power Loom Turners' Association, and the National Society of Dyers and Finishers.

After full discussion, it was unanimously resolved that the 45 hours per week should be made up of the mills running full ordinary mill hours for the first four days of the week, and stopping after the looms have run for five hours on the Fridays. The weaving and spinning departments will be closed on Friday afternoons and all day on Saturday.

With regard to spinning department, which under the order is reduced only by fifteen per cent., thus reducing the hours to 47 hours and 20 minutes, the remaining 2 hours and 20 minutes will be worked on Friday afternoons where this may be found necessary. The new arrangement will come into force on May 30. As to night work, the arrangement is that the 15 per cent. reduction in the spinning hours shall be effected by the night workers not working on Friday nights.—Huddersfield Examiner, May 26, 1917.

NECKWEAR

NEW FABRICS AND NECKWEAR IDEAS FOR FALL

Summer Sees Broche Failles Strong as Ever—"Crystal Weave" is One of the Latest Creations From the Loom—Abundance of Range in Styles and Designs.

THERE is a whisper of Fall in the air though the midsummer tie is still the best seller. Neckwear buyers are on the qui vive now to secure the earliest examples of the latest novelties for the Fall season. Some of these latest novelties in fabrics are on the loom at the time of writing. They are likely to follow the prevailing styles of late Summer wear, and there will be quite a wide variety of them. The range of patterns, colors, and fabrics will permit of gratifying the taste of the most modest dresser, and yet of delighting the eye of the boldest leader of style for the young man about town.

Neat Printed Failles

Printed Failles are going to be neater than ever in design something after the style of foulard patterns. In the programme of one manufacturers for the late Summer and early Fall there is a dainty range of these with small conventional roses and other similar devices always neat and very attractive, carried out in various bright colors on ground hues of more subdued tone. Undoubtedly a big showing of these will be forward for the Fall.

Crystal Weave is New

Of the printed failles that come in the very latest consignments only just in the manufacturers' hands "Crystal Weave" as it is called is one of the very newest. This fabric is a very charming one, and the designs patterned upon it are free and bold yet hardly to be called 'loud.'

Crystal Weave has the appearance of the once greatly favored printed warp or surface print effect which since the war, have soared in price pretty well out of the reach of the ordinary purse. The ties which can be sold (retail) at 75 cents this Fall, made up in this fabric, would if made in the original printed warp material, be saleable at a profit at nothing under $1.50 each.

There is room for a great deal of very pretty work in the manufacture of ties from this Crystal Weave Faille. It is a printed faille, of course, and throughout the fabric there glows a subtle lustre, secured by some magic of the loom. The designs are novel, and the color effects refreshingly unfamiliar, and yet not over brilliant. These failles are likely to be an interesting line.

Broche Failles For Summer

Broche failles in all the splendor of big, bold, gorgeous patterns are strong sellers for the late Summer, and are pre-

Reversible Indestructible Scarf. Finished with ends to imitate Handkerchief Scarf. For Summer wear with soft collar. Shown by Tooke Bros.

paring the way for the Fall styles. Very handsome effects in huge flowered designs are quite frequent. Almost any flower with large petals picked at random from an exuberant garden border may be found in the designs being shown. A convolvulus for instance, is one of the motifs used very effectively. Conventional flowers of pansy and geranium form, five and seven petalled, and with odd shaped vari-colored centres are predominant. The ground of the tie usually shows a quiet design suggesting foliage, though not always in leaf shaped objects. This background design is worked in the weave as a rule.

Pleasing Checkerboard Pattern

As outstanding fabric amongst the failles shows a decided checkerboard pattern carried out in six colors, and when made up into a tie, cut on the bias. This gives a diagonal effect to the squares which while contrasted with black, have still a way of blending in lights and shadows, which tones away the sharp contrastiness of the bold pattern.

The colors in which this particular pattern is developed- are red, green, silver, brown, purple, and blue. They all glow up with a rich luminous effect characteristic of the fabric.

Paisley Influence Prevails

It is impossible to forget the Paisley pattern whether in ties for late Summer or for early Fall. There is a design on the market now which reveals a cross bar in purely Paisley pattern very rich and full of all the richness of its style. The ground of the fabric is of soft brown velour. The brown ground runs in rather wider bands than the Paisley pattern cross bars. These would of course be shown diagonally.

Mogador Stripes Noted

There is a jovial good cheer about the mogador stripe which seems inevitably to delight the eyes of young men customers, and during the present Summer mogadors have been going strong. They may carry on to some considerable extent for the Fall also. There is a barbaric vigor about the mogadors which may attune with the war spirit.

Another Dainty Effect

From the more violent in styles to a daintily reserved idea with yet a touch of brilliance about it is a natural eye-

tendency, and the new Canelle Stripe on Jacquard pattern goods furnishes just this effect. The stripe is a simple line

This tie is one of the broche failles which are going strong this season, and shows the big flowered patterns favored. Shown by the Crescent Manufacturing Co.

of vivid red in some cases, in other cases a green or a blue. Many colors and many different patterns are associated. All will be found attractive.

In the shower lance spot there is another of these quieter styles relieved with a touch of brilliance as to the spots. Pleasing also is a one inch satin stripe effect on a taffeta ground, the ground having lance patterns scattered through it, and then there is the printed warp effect worked into the cross bar on a plainer ground. The multitude of hues in the cross bar would almost suggest the famous cubist effect. There is very little of it visible however, and the result is enlivening, but not loud.

Sports Tie Still With Us

The sports tie, fastening with a silken ring cunningly knotted, and rich in effect, of a different pattern to that of the tie proper which it fixes, is still quite strong for the present season. A noteworthy point in regard to this form of neckwear is that it is worn quite frequently by ladies as well as by young men. It is a tie which goes well with middy blouses.

Reefers Big Fall Sellers

It would appear from indications evident to manufacturers just now, that reefers are in for their biggest season yet. These are going out in great numbers to the trade, according to reports, and the patterns are very much influenced by the Paisley tendency. But there are also some splendid styles in real London patterns based on the old English Foulards, very rich in effect indeed. The fringes of these reefers which are made up in broche failles, are of varicolored silks, and the hand-knotted styles are exceedingly good. The wealth of color in the tassels cannot be shown in printers' ink whether applied by type to words, or by process engraving to pictures, but these tassels will clinch many a sale by their appeal to the eye. Twenty-one dollars a dozen is the wholesale price of these reefers referred to.

PLAINER CLOTHING STYLES

FROM Washington come indications that nothing but the plainest styles in men's clothing will be decreed by manufacturers for the coming season, in order that the wool supply may be conserved. At recent conferences the large clothing interests agreed that unnecessary frills, patch pockets, flaring skirts, cuffs on coats and trousers, unnecessary pleats and long sack coats must go. It is stated however, that no attempt will be made to discourage the sale of goods made up, and that the change will only affect the 1918 styles.

Another economy proposed in connection with the use of wool is in connection with the more general mixing of

Sports Tie. Shown by Tooke Bros.

cotton. The threatened shortage of wool for next year is undoubtedly causing grave concern, and some program must be followed in order that the deficit may be made up. It is planned not only to save the cloth, but through the reduction in the number of designs it is expected the labor shortage caused by the war will be greatly relieved.

A New Milne Model.

DRESS JEWELRY FOR MEN

Links for Soft Cuffs, Brooches for Soft Collars, the Waldemar Chain, and Ascot Pins Popular.

A BIG demand has grown up for the simple articles of jewelry necessary in men's wear. Amongst the lines which have been going strong are all kinds of links for soft cuffs, the most recent styles being in round shapes with brightness of color or lustre in the enamelling, and sometimes a bright colored central spot. Silver is a metal frequently favored, and platinum, gold, and gold-filled links are being shown and sold widely. The soft collar brooch in gold and gold filled metal is much in demand, and a very popular seller is the cuff link style which the war has brought out, in the shape of a bullet, or shell and bullet both. These links have proved big sellers of late, and for a considerable time. A new line of pull-apart cuff links which grips like a dome glove fastener, and holds the cuffs firmly yet with every freedom is now coming forward, and taking hold. This is designed in the patterns, metals, and colors used mostly at present in men's jewlry. It is noted that the Waldemar watch chain light and graceful, in platinum, silver, gold, or gold-filled, is being worn widely throughout Canada at present, for there has been a big call for these. Patriotic designs are undoubtedly popular, and something new in this line is coming forward for the Fall.

SOMETHING NEW FOR THE CARDWRITER

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

Lesson No. 4

AS you go from town to town, or from city street to city street, and observe all the various kinds of show cards and types of lettering used on these cards—some good work, some poor work—it makes one wonder where all these different varieties of work originate.

We are not speaking now of that class of card which has "Home Made" written all over it—the kind that is done with a box worker's outfit or from a piece of a shoe box with ordinary writing ink daubed on with a five cent camel hair brush—but well executed cards by people who really try to turn out creditable work.

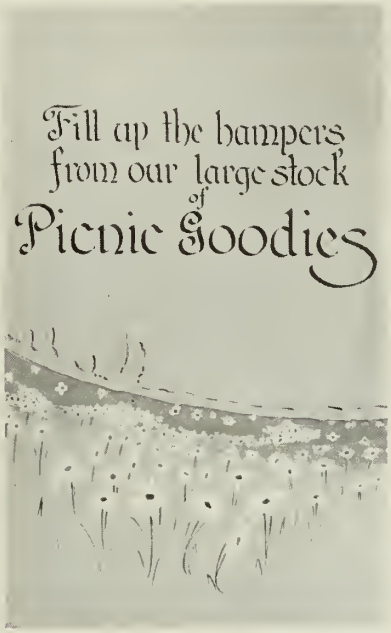
Scarcely any greater variety of cards could be found than right here in Toronto, on Yonge Street, and a stroll in that direction will suffice to prove this to the observant.

Many stores have ideas in their show cards as well as in their business methods. You will note a store that features small, neatly lettered cards in Roman type. This is carried out throughout the entire series of windows. Another store features large cards, employing a heavy style of Egyptian lettering. Smaller stores vary in style, some having many large cards with very elaborate drawings and air brush shadings while others stick to smaller cards of a class of lettering which they try to keep exclusive to their stores.

The professional card writer has so many and such varied demands on his ingenuity in order that the cards of each customer may differ from those of the man next door that he is obliged to keep himself well posted on all styles of lettering and show cards.

Make it your business, therefore, to study every branch of the art so that when called upon in an emergency you may not be unprepared.

With this end in view we are compiling another series of articles on the subject. Each lesson will show new styles of lettering along with some other idea calculated to bring out your talent in this line.



It is to your advantage, therefore, not to miss a single lesson. You will derive as much or more benefit from this course as you would from one for which you had paid a fifty or sixty dollar fee.

An entire outfit is not necessary to the profitable following of these lessons. This month's requires very few tools, all of which have been used previously. They are: Two sizes of round-writing pens, Nos. 2½ and 1½; an ordinary drawing pen, ruler, carbon paper, waterproof ink, and transparent colors.

The style of alphabet we are featuring this month is one which is very practical for fancy cards. This form of lettering has an exclusive appearance and can be accomplished very speedily after the formation is memorized. The round-writing pen is used for making these letters and each stroke is made with one stroke of the pen. No outlining is done at all.

The Chart

"A" shows a six-stroke letter, all of which are curved. There are several familiar strokes in this which have been used in other letter formations. You will find that "A" needs a great deal of practice. Strokes 2, 3, and 4 require special attention.

"B" is another letter with all curved strokes. The four-stroke combination, 4, 5, 6, and 7, should be paid special attention to for practice work.

The formation of the "C" is similar to that shown in previous alphabets. Be sure to bring stroke 1 out further to the right than the upper part of the letter. This is important.

Strokes 4, 5, and 6, of "D" appear as one continuous stroke. Note the small cross-bars which indicate where the strokes should be joined. Practise this letter many times.

"E" is a letter with a nice swing to it, which makes it easy to learn. All the strokes of this letter are good material for practice.

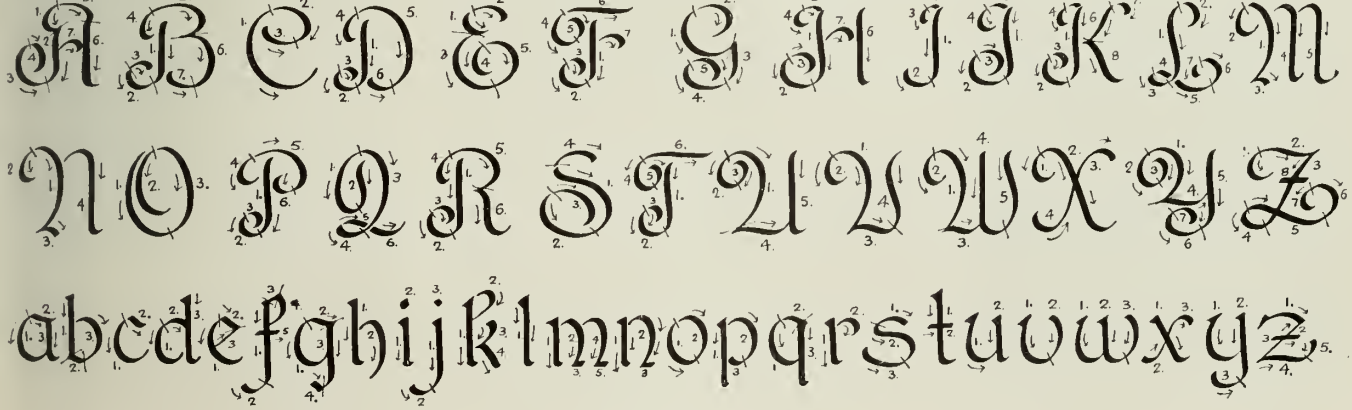
"F" shows an entirely new letter formation and a lot of practice will be needed, in order to perfect it. Combination strokes 4, 5, and 6 are excellent for practice work.

"G" is another all curved letter of very graceful formation. Note the relation strokes 1 and 2 have with one another.

"H" shows an entirely new formation. It requires six pen strokes to complete this letter. The combination of strokes on the left hand side of the letter should be practised quite often in order that they may be made correctly.

The strokes which go to form the letter "I" are shown in the letter "H." Practise often.

"J" is the same formation as the left hand section of the "H." These all-curved strokes require much attention.



"S," like "C," has a formation which has appeared in previous alphabets, but nevertheless should be prastised.

"T" is the same as the "F," without stroke 7. Strokes 4, 5, and 6 need a great deal of attention.

"U" shows an entirely new formation. It will have to be practised many times in order to be made perfectly.

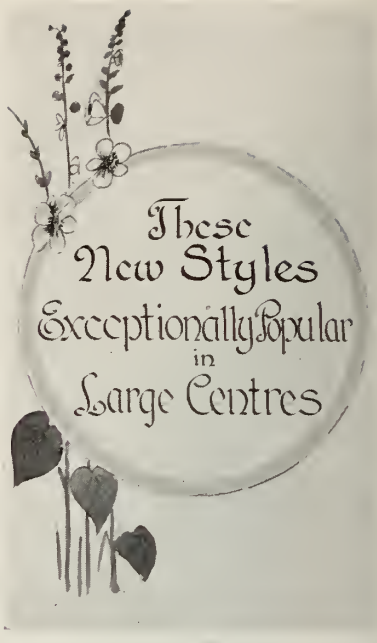
"V" also is a new style. Practise often stroke 4.

"W's" formation is a combination of the "U" and "V." This letter needs as much practice as any in the chart, so don't neglect it.

"X" is formed with four strokes of the pen. With practice, strokes 3 and 4 can be made as one stroke.

"Y" shows a very difficult letter to form, and requires application. Note the 5, 6 and 7 combinations.

"Z" shows a letter with eight distinct strokes. This letter cannot be mastered unless much time is spent in practising it. The lower case does not differ as



"K" shows the "J" strokes with strokes 6, 7, and 8 added. Practise often the last three strokes mentioned.

All strokes of "L" require much practice. Note how strokes 4 and 5 break at stroke "I."

"M" is an entirely new formation. Practise well strokes 1, 2, and 3. Strokes 4 and 5 are the same formation.

"N" is the same formation as the "M," with stroke 5 omitted.

The three strokes of "O" are quite familiar. Practise often.

"P." Stroke 1, 2, and 3 of this letter appear frequently in previous letters. The combination strokes 4, 5, and 6 should be practised often.

"Q." Here is a new style letter for you. This shows a lot of familiar curve lines in a new letter formation. Practise combinations strokes 1 and 2 together.

"R" has six strokes, and is very much like the "P." The only difference being in the stroke 6. Practise several times.

For our feature this month we are showing on our show cards hand-drawn colored work. This work is one of the most important branches to the successful cardwriter and much time spent on it is a big step in the right direction. We do not claim any great art work in these because they are all copies of some sort or other. If not exactly transferred with the aid of carbon paper the ideas were gotten from some paper, magazine, or journal. So you can make them as well as can any one else. Just follow these descriptions: —

The "Daisy" card is on grey cardboard. The drawing was first sketched out roughly with pencil. Then the grey shading was washed on as shown. When this was dry the white daisies were painted with ordinary cardwriter's white. The stocks were put on in black with a pen, and the centre of the flowers are touches from a black brush. It is simple, but effective.

The "Butterfly" card is simple. Hand

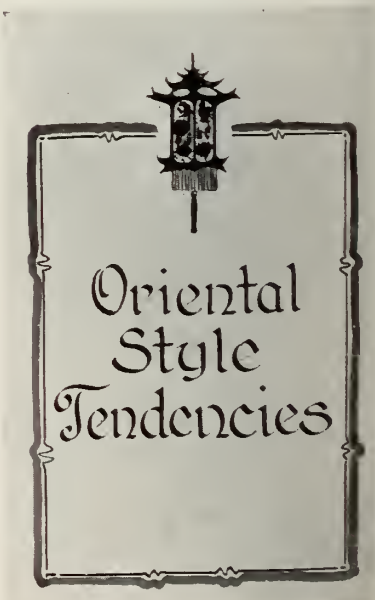
widely from the previous letter formations as does the upper case, so a detailed explanation is unnecessary.

Note where spurs are used they are made on the slant. Watch little individual traits in this lettering in order to get the best effects.

Note that all strokes are numbered and each stroke should be made in its turn according to its number, and the pen should be drawn in the direction in which the small arrows are pointing.

As we said before, use a round-writing pen to do this lettering and use a black carbon ink. Wash out the pen thoroughly each time and the life of the pen will be doubled besides getting better results.

The collection of completed show cards gives a fair idea of how the lettering illustrated this month appears in the completed work. You will notice that the upper and lower case letters are used together. Under no consideration use all upper case letters to complete a word



drawn with black waterproof ink and afterwards colored in bright butterfly colors with transparent ink.

"Fruit Tree" card shows a drawing of apple blossoms across the bottom of the card. The background of this drawing is pale blue; the blossoms are pink, and the leaves are green. Transparent colors used for coloring.

The "Summer Style" card shows a very dainty drawing of a swan scene. This was sketched with pen and black ink and the water was afterwards colored green.

The "New Style" card is an exceptionally fine illustration of this work. The idea for this was gotten from a postcard, but it is a free-hand drawing. It was first sketched in black. The leaves and stalks are colored in green and the flowers a pretty shade of pink. This makes an excellent card for present season's showing.

The little "Oriental" card shows a drawing of a Chinese lantern. This is quite in line this season in view of the Oriental tendency in prevailing styles.

THE NEW BUSINESS CONSCRIPTION WILL BRING

Revival of Military Trade in Khaki Furnishings, Badges, Polishes, Brushes, Swagger Sticks, Boots, Etc.—Privates' Trade More in Proportion Than Before.

ONE of the questions that is receiving keen attention in the trade at the present time is, to what extent will the coming into effect of Conscription bring back the business in military supplies? This, as the trade in most places has been made aware of, has languished with the falling off of recruiting during the past year, and the rushing over of the men to England to reinforce the Canadian troops there has depleted the camps so that few are p reparing for the canvassing of the soldiers at these centers that was a feature of the Summer business of scores of dealers during 1915 and 1916.

New Battalions Will Revive Trade

A careful survey of the situation leads to the expectation that if the conscription bill goes into effect shortly and the earlier classes are called up that trade in khaki supplies will open up again to a considerable extent in every center in the country. It is almost certain that the big centers in the West and East that were factors in the past will not come back; that the filling up of the various units will mean local business for some months to come, and that the formation of new battalions will resurrect the trade in badges and other souvenirs that has been pretty dead since early last year, in addition to the ordinary demands for clothing accessories of the officers and privates.

The Number of New Officers

An interesting point has been raised by a number of men's wear dealers in speaking of this subject to MEN'S WEAR REVIEW, namely that the number of officers who will be equipping themselves may be a negligible quantity. The argument of some is that there is a surplus of officers in Canada already, and that a large proportion of these will be compelled to revert to the ranks. It is contended further that no one who has not seen active service in France will be appointed to any position in a battalion above the rank of lieutenant, so that few new men will require officers' uniforms. This whole question is, of course for the most part conjecture, but at the worst the officers that will be in charge will require everything except the original uniform, and anyone who has had experience of the generous purchases of the officers will appreciate what this means. There will be a steady sale of shirts, hoisery, underwear, collars, ties, puttees, handkerchiefs, etc.

More From New Privates Than Before

It will be the business from the privates that will bulk most largely for the dealer, for the private abounds about twenty to one, or will under the new regulations. It is the consensus of opinion in the trade, moreover, that the average purchases of the men who will be enlisted under conscription will exceed those under the voluntary system. There will be to start with—we are "starting" from a pure trade point of view, not that of the real value of the men,—a large class of young men who are accustomed to dressing well, the alleged "slackers." These men will not tolerate the ordinary military outfit any longer than they can help, and will be eager to don those softer, silkier habiliments to which they were accustomed before the hand of war laid itself heavily upon them. Then there will be the class who sincerely felt that they were not called upon to enlist, men in good circumstances, who will continue to dress on occasions when they are off duty quite as well as they did before. Moreover the dealers who may have been caught with a quantity of the heavier lines of goods will have a chance to dispose of these in the late Fall as the movement of actual conscribing will, necessarily, be slow, with a Parliamentary debate just begun at the time of writing, and various other processes to be worked out as well as the details that confront the selective Boards. So far as the lighter lines are concerned the dealers are in a more favorable position and some of these even with greatly lessened sales are difficult to procure.

Pat, the Champion "Pegger"

A talk that MEN'S WEAR REVIEW had with "PAT." on the subject of selling goods to the private soldier may contain suggestions for the average merchant. "Pat." by the way, is the presser and cleaner, as well as the salesman in the military supplies store of A. W. Lynes which is located in the most strategic position in the city of Toronto, at the foot of University Avenue, a few hundred yards below the Armories where more soldiers have entered and left than any spot in Canada.

"Pat." makes the proud claim that he is entitled to the championship belt of Canada for the "pegging" of breeches. He deals also in the "alteration of tunics."

From Hamilton to Toronto

When he was seen by a representative of MEN'S WEAR REVIEW he was engaged in making a big uniform fit a little man. That is one of Pat.'s specialties, and it forms perhaps the bulk of the business of A. W. Lynes. Pat. was in Hamilton attending to the needs of the 228th and 164th Battalions, but when they left early in May he was recalled to Toronto and at once business doubled. Pat. claims a monopoly of the repairing and refitting for the Engineers and the Cyclists in Toronto district and a large per cent. of that of the Flying Corps and the infantry battalions. This business of repairs and alterations it might be well for local dealers to investigate as far as the soldiers are concerned.

Buy "Something Else"

Not only for its own sake; "When the men come in to get something cleaned or repaired," said Pat, "they nearly always buy something else."

This "something else" includes a large variety of goods. Besides the ordinary furnishings there are shaving brushes, foot powder, polishes for clothing and for boots, badges and ornaments of all descriptions, haversacks, button polishes, polishing cloths, insoles and dress boots, whips, sergeants canes, swagger sticks, etc. When they operated at Borden and at Niagara they sold "tons" of the polish, according to Pat. At Niagara as the illustration shows three men were engaged in repair work. Less of this was done at Borden as the "shop" had to be located at some distance from the camp.

The "alterations" include more than the mere changing of the size of the uniforms. Pat. will transform a corporal to a sergeant in a few minutes by manipulating the braids. And as for pegging breeches,—

"I bet you I've pegged more breeches

How one merchant carried on a double department of selling military supplies and repairing uniforms at the Niagara Camp "Pat" is the champion "pegger" of Canada.

than any other two men in Canada," he exclaimed proudly.

Soldiers Send Their Comrades

"How do you get in touch with the men in the camp and at the Armories? brought this reply: "One man tells another. 'Take it down to Lynes', he'll tell him. 'There's a fellow named Pat there: he'll do it.'"

So Pat has found the best of all secrets for increasing trade,—the "pleased customer."

A call at the branch store of Wreyford & Co., also almost opposite the foot of University Avenue, brought from the manager the statement that with soldiers moving about there was a demand for puttees, to replace the rather ill fitting ones that are supplied by the authorities, according to some dealers, for handkerchiefs, for shirts, and some socks, as well as boots though much more for officers than for privates.

What the Soldiers Buy

"When the Government supplies the men with two suits of underwear for the winter and the same for the summer, and three pairs of socks at a time they have about as many as the average man wants. They buy however to get a lighter weight or when they are going out to some special place for an evening. Where the officer will buy half a dozen of anything the private as a rule is content with a single article, at a time.

Importance of Window Display

As Men's Wear Review has been impressing all along since the outbreak of the war brought up this new line of demand in men's goods, one of the most effective means for attracting the trade of the soldiers is by devoting a whole window now and then to the display of soldiers' goods. Throw in a touch of interest by an illustration or a trophy or something that in itself will draw the attention of these men. It should at all times, however, be made subordinate to the merchandise, so that the interest in the one will not kill any sales that ordinarily would result from the examination of a regular men s wear window. For this reason we would discourage the pasting on the window of illustrations or anything else that would obscure a good showing of the merchandise. Neat show cards add to the selling effect of nearly every window.

Will Watch Events Closely

The men's wear dealer should keep in close touch with the development of the conscription measure. As soon as it passes he should ascertain about how many men will go into uniform in his neighborhood, what time will be consumed in this enlistment and what time they are likely to remain before being transferred to some larger center for further training or sent overseas, and lay his plans accordingly, so that his stock will be adequate for the probable demands without leaving him in the position of being stocked up. Just as soon as the first movement starts Men's Wear Review will investigate the conditions of military business that is offering in these early centers and keep the trade advised.

DALE WAX FIGURE IN NEW QUARTERS AFTER RECENT FIRE

THE Dale Wax Figure Co., Ltd., have recently suffered a severe loss by fire, which practically gutted their entire premises, many of their most valuable moulds being destroyed.

Mr. Dale, the president of the Company, announces that they have secured premises at 109 King St. East, where they will have a large show room, which will enable them to show to a much better advantage, their many lines of Wax Figures, Display Forms and Fixtures, which they will shortly be producing. Their factory space will be almost double that of their old premises. They will also have an entire new plant, which will make it one of the most up to date plant of its kind in the Dominion. They will also carry a new line of goods, and are putting in a complete stock of artificial flowers for decorative purposes.

PANTS FOR TALLEST MAN

Small men of Saskatoon are going to feel smaller still on August 1, which is to be Citizen's Day at the Saskatoon Industrial Exhibition, for on that day a prize of a pair of pants will be given by T. Underhill to the tallest male resident of Saskatoon.

WALTER BLUE AND CO., LIMITED

This firm of clothing manufacturers was established in Sherbrooke in the year 1875 by the late Walter Blue. It is now a joint stock company, controlled by the Blue family, with J. H. Blue occupying the positions of President and Managing Director, and F. A. Baldwin fulfilling the duties of Vice-President and Secretary-Treasurer. The firm manufactures the well known "'Art Kraft" clothes for men, and Wearbetter" suits for boys.

OBITUARY

Robert A. Bryan, head of the Examining Department of the House of Hobberlin, Limited, died recently at the Toronto General Hospital. Deceased learned the tailoring business with his father in Kirkton, Ont., carrying on the business for seven years after his father's death. He later removed to Petrolea and was in business there for some years before coming to Toronto in 1910. He entered the employ of Hobberlins at that time and continued a valued member of the staff until the time of his death.

COLLAR ADVANCES ACCEPTED RATHER JOYFULLY

The Trade Appreciates the Necessity For This and Favors the 3-for-50 Price Over the 15c. Straight—Why Soft Collars Are Gaining Favor—More Sorting Orders For Shirts.

SINCE our last report on the collar and shirt situation, the advance in collars, which we indicated must come before many weeks, has been put into effect. It is a change, we find, which is greeted by dealers with approval rather than disapproval. It leads, in short, to purchases of 3 collars, when at the 15c. price—never popular with the trade—customers often purchased a lone collar.

But dealers—while they have found little difficulty with their customers as a result of this change—may be asked occasionally for an explanation.

The remarks of one large manufacturer, therefore, outlining the situation, will be of value, as giving facts for a full answer

Reasons for the Advance

Says this manufacturer:

"On account of the continued big advance in the price of cottons and all materials entering into the manufacture of collars, we were reluctantly compelled to advance our prices.

"We might state that it is not the policy of our Company to force prices up when it is not necessary, and more particularly it is not advisable to alter prices, especially for a staple article like collars, where a popular price has been in force for so many years, and it is doubtful if there is any other line that has had a smaller advance than collars, and the reason of this was on account of not wanting to disturb the retail price.

"No doubt you will agree with us, that collars should have been advanced in price by the manufacturers a few months after the war started. Instead of that, they were not disturbed until a year ago this month. We thought that advance would cover the situation, but we find the trend of prices of raw material, as above stated, has been steadily upwards, and another change was absolutely necessary. We trust that the retail merchants will not have further occasion to change their prices, but, of course, this will depend entirely on the cost of materials.

RETAILERS' OPINIONS ON NEW COLLAR PRICES

Makers should be able to make first class collars for the new price.

"It is easier to sell 3 for 50 than 2 for 30. Mistake was in not making this the price at time of first increase."

"Price is quite satisfactory to us."

"Quite satisfactory The average profit runs over 50 per cent., whereas at 15c. each, or $1.75 per dozen, it did not."

"The difference is small. The customer buying 3 for 50c. saves 10c. It will mean that collar sales will be greatly increased."

"Let merchants get together and new prices can be maintained to the advantage of all."

"Selling more at 3 for 50c. than before at 15c straight as nothing was to be gained so the public would only buy one."

"The advance is too high. It will diminish the sales."

U. S. Makers To Follow Suit

"We understand that the collar manufacturers in the States will have to follow the lead of the Canadian manufacturers, notwithstanding they work under more favorable conditions than we do here in Canada, being able to buy raw materials less the duty we are forced to pay, but even with that advantage, they claim, at present high level of prices, they cannot make profit at the present selling price of their collars.

Another manufacturer, frankly states both the advantages and disadvantages of the change while giving the reasons which rendered this change necessary.

He says:

"Materials which go into collars today are in most cases 100% higher than 3 years ago, in addition to which, all supplies, materials, etc., which are necessary in the making and laundering of collars have advanced from 100% to 200%, and had it not been that we were using materials which we had when prices were very much lower than they are to-day, it would not have been possible for us to continue to sell them at $1.20 per dozen to June 1st. In addition to the advances, it was necessary to take into consideration the additional duties which we are paying on these advanced prices, in bringing our goods into Canada for collars, in addition to which, is the war tax duty, so that it is very easy to give a clear explanation for the recent advance in price.

Merchants Wanted 3 for 50c Price

"Many merchants have expressed themselves to us during the past year, that they would be better pleased to have a price of 3 for 50c. than 15c. straight, but when the first advance was made, prices of materials did not entitle the price to be advanced any more than 10c. per dozen, as it was not our desire that our collars should sell to the consumer at a higher price than was necessary, in addition to which, small merchants in small towns would have found the retail price of 3 for 50c. extreme, as very few of the small towns had sold collars at more than 2 for 25c. in the past, although 3 for 50c. was the popular price in many of the larger cities.

"In making the first change, these conditions received our careful considerations, as it is always our desire, that if a change must be made, that the conditions under which merchants will sell our goods, and the conditions of the consumer as well, are carefully taken into consideration, so that any change on our part will not be a detriment to either the merchant or the consumer, and in any changes which have been made in prices, these features have always received our very careful consideration, and we believe that the merchants will realize that these changes have not been to their disadvantage and have been fair and reasonable to the consumer.

"Of course as prices for materials have been advancing and becoming more extreme from month to month, the conditions have paved the way for the mer-

chant to ask 3 for 50c. for collars, instead of 2 for 25c. previous to 1915.

Advantages of Old Price

"While many merchants considered that the 15c. straight price was a detriment, on account of so many consumers purchasing only one collar instead of two or three at a time, we considered this feature rather an advantage than a disadvantage, as if the consumer purchased only one collar at a time, it would mean that he would purchase collars just that many more times, to supply his requirements. This would mean that he will enter a furnishing store just that many more times, which gives the merchants corresponding opportunities to sell other goods. The fact that a man purchased only one collar at a time, did not mean that he would not purchase as many collars in a year, as they would not last any longer, and it would be necessary for him, as mentioned, to buy more frequently.

New Price Saves Time

"But the 3 for 50c. price is a more convenient one for merchants, as it is not necessary for customers to wait for change when 50c. is given, and it saves a certain amount of detail work for the clerks in making and giving change, which is a desirable condition, especially Saturdays when stores are at their busiest."

Another effect which the change in price seems likely to have is to still further popularize the soft collar. It has been gaining favor steadily for year round, as well as Summer wear. Now the price of soft collars is more equal with that charged for the stiff.

Returned Soldiers Help To Popularize Soft Collars

There is this also to be remembered regarding soft collars. Thousands of Canadians serving as officers in Canada's grand army have been wearing these in khaki style. As they come back, and once more don "civies" they are taking to the soft white collar and will doubtless continue so to do. It is an old friend. These are the very men whose example is unconsciously followed. Their influence is sure to do its part toward still more strongly entrenching this collar, which only a few years ago was almost a freak. Dealers from now on will have to stock these lines the year through. Such, at least, will be the case in the cities, and very shortly in the towns and villages as well.

Advances In Shirtings

In shirtings the tendency is steadily upward.

Says one manufacturer:

"In reference to conditions in shirtings will say we find prices still advancing. In one instance we got a quotation on a cloth which we had already bought for Spring on which there had been an advance of 2c. a yard since April 1st. This was on popular price shirting. The most serious point in regard to shirtings, in the writer's view, is deliveries. All orders that are being accepted at present have got a very strong clause regarding delivery dates. We have found it necessary to cancel one order on account of not being given assurances on deliveries as we do not care to go to the expense of taking orders on shirts and then not be sure to get materials in for orders. We are going to sell what we know we can get within reasonable time.

Shirt Travellers to Go Out Earlier

So late were many Fall shirtings in reaching Canadian manufacturers that a number of these lines have not yet been shown the trade.

To get these models to the trade, therefore, in time to be of the greatest value. Shirt manufacturers will endeavor to have their men on the road earlier than usual. So many representatives will commence their regular fall trip in August, instead of September as in other years. The Spring 1918 line will be in pretty fair shape, then, and the Fall sorting samples will, as has been said, be much more important than would be the case under normal circumstances.

Another manufacturer points out a new tendency in the shirt business as follows: "Sorting business will be a greater feature in the future. Dealers have placed big orders a year or more ago at the old prices, but, the manufacturers are now buying their goods at higher prices and when the dealers see the new prices they will surely be startled and will then buy from hand to mouth. Our fall business is the heaviest for many years and prices are on a much higher level."

New Law Re Expressage

A new law, Men's Wear Review hears, is coming into effect on order of the Railway Commission—an order which will do its little bit to add to the difficulties of the manufacturer, and so to the burden of the retailer as well. This new law requires a cutting down of the size of corrugated paper cartons shipped by express. The smaller cartons, will of course increase the price of boxing a given number of shirts for express shipment. There is an exception to this rule, we understand, in favor of U. S. shippers. Necessary, perhaps, but a little hard on Canadian makers.

Spring 1918 shirtings are slow in coming through, and at this writing nothing in addition to our previous forecasts as to styles can be given.

COTTON SITUATION IN UNITED STATES MAKES HIGHER PRICES FOR SHIRTS CERTAIN

SOME of the cotton shirting manufacturers, in their confermations of orders are inserting a clause stating that as war taxes may further affect the tariff these prices are subject to change. It would seem that the Canadian cotton makers are more fearful of action which may come from the United States Government, than anything which may be done by Ottawa. The 7½ per cent. war tax is pretty generally conceded to be the unincreasable maximum. Yet this is a Canadian tax, and it may well be that a United States tax will have its effect on the Canadian situation. Indeed it seems quite possible that such a tax will very shortly have its influence on the shirt and collar situation.

For some time, indeed the rumor has been that an import tax of 10 per cent. on raw materials going into the United States will be fixed by the United States Government. So well founded does this rumor appear to be, that an experienced shirting man in the States very recently wired a Canadian business friend saying: "As a result of import tax silk shirtings will almost certainly go higher. Would recommend buying what you can now."

As a result of the advise the Canadian Manufacturer went thoroughly into the question. Evidently he was convinced of the soundness of the advise, for Men's Wear Review saw in his warehouse samples of silks he had purchased as a result of this advise.

Said this manufacturer:

"If such a tax on imports is placed by the administration at Washington, it will mean an advance of about 15 per cent. in silk shirts."

Then there seems a possibility that the United States administration will place an export tax on certain lines, and cotton may well be one. Such action, of course, would mean higher prices for shirts in Canada, since Canadian cotton makers might be expected to follow their usual practice and advance their prices to a point just below that at which U.S. cotton coud be brought into the country.

An export tax on shirtings, therefore would of course mean still further advances in shirt prices; but even without such an export tax it begins to seem that shirt makers are going to pay high for their raw material—and so will be forced to set higher prices for the trade.

Just view the situation as it stands in the United States at the moment. The cotton crop does not look promising. There is hope that it will develop better than now seems likely—but anything in the nature of a bumper crop appears out of the question.

Continued on page 66.

RAILROAD SIGNAL

UNION MADE

You are just in time—to get in line

to help supply the ever-increasing demand for

Kitchen's "RAILROAD SIGNAL" Overalls and Shirts

MANUFACTURED BY

The Kitchen Overall & Shirt Co., Limited

FACTORY AND HEAD OFFICE
BRANTFORD

BRANCH SALES OFFICE
279 College St., TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

STRAW HAT SALES – JULY OR AUGUST?

Profitable Business up to the Last Possible Day in the Straw Hat Season May be Spoiled by the Buying Publics Having Acquired the Bad Habit of Waiting For Slaughter Sales of Straw Hats Held Too Early.

BADLY EDUCATED as regards the buying of straw hats the public in a certain large city of Canada are actually believed to be in the habit of holding off buying straw hats until the price reductions begin. The phrase "badly educated" as applied to the situation is taken direct from the lips of one of the leading hatters in the city referred to. The city is Montreal, but Montreal is not the only city in Canada where people find it economical to wait for straw hat sales before buying their first straw hat for the season, and have no need for buying another straw hat until the same time next year. Over-anxiety on the part of the merchants to reduce the prices of straw hats and so get them moving, is the cause of this unprofitable education of the public from the point of view of hatter and hat manufacturer.

An August Tragedy

There is a story told of a hatter whose name is a household word throughout the Dominion, and who has a horror of left-over straw hat stock. He found himself towards the end of a certain August with a few dozen straw hats still on hand. He regarded them with aversion. His money was buried in them, but he had no desire for a semi-resurrection of it by holding the left-overs until next Season. He destroyed those hats, and gloried in their destruction, putting a foot through a crown here, and crunching a brim double there. It was a straw hat sacrifice with a vengeance. Somewhere in the back of many a men's wear dealer's mind there is a vision of the possible necessity of having to treat straw hat stock as mere junk, and because of this nightmare straw hat sales as a rule begin too soon.

The Held-Over Straw Hat

Not all men's wear dealers, however, take the heroic method with left over straws and destroy them. The hatter referred to was probably on outstanding exception. There are hatters in Canada who have even before mid-summer of this year held straw hat sales. In St. Thomas, Ontario, about June 12th. R. Sterling held a sale of straw hats from the previous year's left-over stock, and at that sale $2.00 and $2.50 hats were sold at 95 cents each. On the excellent principle that half a loaf is better than no bread, ninety-five cents per hat is better than the sorry splendor of a straw hat bonfire, and for customers who are not ultra-exacting in the matter of Summer head-gear, such a sale is a god-send. Yet in the long, long run which counts, the better education of the public in the mater of straw hat buying is more profitable.

"Slaughter" Sales of Straws

Strictly speaking there should not be any straw hat left-overs worth mentioning. In line with the business custom in all seasonable trade, straw hats are handled at full price at the outset of the season and held at full price for as long as possible when they are reduced by about fifty per cent. and should then be cleaned right out. But, as pointed out, even a leading hatter may miscalculate the number of straw hats needed to carry his season's trade, consequently sales of straw hats have been put on earlier and earlier in the course of the season's progress until in many centres there are economical customers who wear their felt hats and mop the drops from their brows during the merry month of June confidently counting on their ability to hold out until the first cut-price sale of straws opens.. It is to the joy of such customers that the "slaughter" sales of straws begin sometimes in the middle of July following dull opening weeks of Summer. Doubts as to the demand for straws for the rest of the season arise in dealers' minds, and down come the prices.

Some Dealers Don't

By judicious buying some dealers avoid the need for slaughter sales, and in not too large communities may educate their public to the principle of buying straw hats seasonably at ordinary prices. J. A. Sinclair of Orillia, Ontario, who has not carried a straw hat over from last season, and did not have to cut a single hat to clear. This is the ideal condition.

There is nothing against straw hat sales in August, however, and when the first sales of straws come on about the first week in August is encouragement to the public to cultivate the perfectly justifiable habit of having two good straw hats per season, one purchased at ordinary rates early, and the second bought at reduced price for the balance of the Summer. For the month of August, and even for a week or two in September straw hats may be worn and the worth got out of them. This is the argument of Wm. Hay of Toronto. This firm notes the effect of the late season on straw hat sales as meaning fewer repeat orders, and consequently less inducement to customers in cut prices.

Weather Man has Much to Answer For.

Weather conditions have a great deal to do with the whole question. Mr. Lister, manager for Allan's, Craig and Bleury Streets, Montreal, watches the weather conditions closely as regards the matter of straw hat sales, and, is not bound down to dates as to straw hat sales. "In Montreal, of course" he remarked "We are always up against the competition of the big department stores, and they are having sales all the time—straw hat sales with the rest" But Allan's does not have slaughter sales of straw hats any sooner than seems absolutely necessary.

The weather this season so far has been deplorable for the straw hat trade in some parts of the country. From Farnham, Quebec, there comes the word that the straw hat trade seemed absolutely doomed by June 12th, and that slaughter sales would do but little to help matters.

On the other hand a merchant in Ingersoll, Ontario, Mr. W. C. Forman, gives this good counsel to the trade in optimistic vein: "Backward weather has retarded sales—don't worry—Fine days are coming. Maintain straw hat prices until August 1st this backward season. Dealers should keep together until August and then the balance of straw hat stocks may well be cleared out at reduced prices."

The "Keep Together" Spirit

Undoubtedly in the making of successful August—and not earlier—sales for straw hats the trade in the various centres would need to keep together. It was pointed out to MEN'S WEAR REVIEW by Mr. Weeks, the manager of the hat department of Henry Morgan's Ltd., that even if only one merchant in a city cuts his straw hat prices early, all will have to follow suit or lose trade. This has been the trouble in Montreal where as mentioned at the outset of this article, the public are supposed to be "badly educated" in the matter of straw hat buying.

Another Point of View

Although it is not at all difficult to find men's wear dealers who enthusiastically advocate the delaying of "slaughter sales" of straw hats until August, there are still a number who believe that August is too late to make a clearance in straws. Messrs. H. H. Engel & Co., of Hanover, Ontario, aim at reducing their straw hat stock to within very reasonable limits by July 1st, and are ready to reduce prices after that date. They consider the first week in August too late for straw hat sales reductions or no reductions.

There is a further point to be considered; however, and that is the fact that repeat orders by the merchants for

Results of BOB LONG Window Display Contest

WINNERS

Prizes Have Been Awarded as Follows:

CLASS A.

Merchants handling Bob Long merchandise in towns under 5,000 population.

First Prize, $25.00 in cash — SUMMERS & FROST, Kamloops, B.C.

Second Prize, $10.00 in cash — JAMES F. LEINSTER, Parry Sound, Ont.

CLASS B.

Merchants handling Bob Long merchandise in towns of 5,000 population and over.

First Prize, $25.00 — JOSEPH REYCROFT, Windsor, Ont.

In announcing the winners in the Window Dressing Competition held in connection with Bob Long Week, we wish to congratulate those who, while they have not won prizes, boomed sales to our mutual benefit, and demonstrated that with the manufacturer backing up his line with real sales policy and co-operation, sales can be quickly doubled and redoubled.

QUALITY and CO-OPERATION the Keynote of Remarkable Success of Bob Long Line

We are making a line of goods that gives satisfaction to the customer, and we lose no opportunity to help the dealer sell more goods

The Bob Long Line is known. It is in demand. That is why it pays us and you to push it. Makers of

Bob Long Union Made Gloves, Mitts.
Bob Long Union Made Overalls and Shirts,
Bob Long High Grade Knit Goods,
Bob Long Hand Sewn Moccasins.

BOB LONG BRAND REGISTERED

Known from Coast to Coast

R. G. LONG & CO., Limited, Toronto, Canada

Patented button-down skirt showing neat jacket effect.

Skirt upshowing suspenders which are attached to back of jacket.

Showing the convenient drop seat arrangement.

A One-Piece Work Suit that will be a Permanent Seller

ARM & HAMMER BRAND — SHIRTS — OVERALLS — J. A. HAUGH MFG. CO. LTD.

HAS all the advantages of separate smock and pants — ease, comfort, durability and convenience.

Our One-Piece is cut like a suit of clothes. Concealed elastic patented suspender, patent drop seat; no tiring shoulder strap, no binding belt, no loose coat tails—just an ideal, snug-fitting work suit that's going to be a real, live seller.

The cotton market is jumping madly. Order before further advances are forced on us.

The J. A. Haugh Manufacturing Company, Limited

TORONTO - - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

straw hats are higher in price this year. This is an argument in favor of merchants holding their straw hat prices as high as possible and up till the latest possible date after which there is still time to make a clearance. In pointing this out Mr. W. A. McCullough of Queen St. W., Toronto, says "I intend to keep my prices. I never have any slaughter sales."

Many merchants while not having any actual slaughter sales will towards the end of the straw hat season, reduce prices to customers who hesitate over buying a second straw hat, and who are worth catering to in some special way. Livinson's of St. Catherine St. W., Montreal, have this custom because the firm caters to special circles of customers in many ways, going strongly after the athletic clubs, and young men's trade, and a pleasant little price reduction at the proper time has been proved to make friends and keep customers.

Six to One and Half a Dozen to the Other

From the emphasis laid on the arguments that it would be better to have straw hat sales deferred until August the writer of this article was at first inclined to feel that a majority of men's wear dealers are in support of the later date for sales, and this may really be so. But the fact remains that out of twelve sources of opinion consulted six were definitely in favor of holding off cut-price sales of straws until August, and six were doubtful, or in favor of sales in July.

Now, how do you feel about it yourself?

WHAT MAKES PRICES HIGH?—ONE FACTOR

TO the man in the Street the tax on materials coming from the States into Canada is perhaps 35% plus 7½% war tax. But it doesn't look that way to the Shirt Manufacturer—not in view of the way the tax is imposed. It doesn't look that way either to manufacturers of many other lines, nor to dealers who retail these lines.

Just take a case in point.

One shirting man purchased a certain class of cotton in New York at 7¼c. He estimated what the material laid down would cost. Sent out samples and sold out the line. But when the shirting was delivered the price in New York had advanced to 14c, and it was on that price the 42½% had to be paid.

What then was the duty on the purchase price? More like 80% than 42½%.

In this case—a little extreme, perhaps, but not the only one which could be quoted—the additional duty over what the manufacturer had figured, amounted to over $1.00 in a dozen shirts.

Problem: Find the profit on those shirts, for the manufacturer sold them at the prices at which he had accepted orders.

The Government's aim in thus arbitrarily determining duty shall be paid not on the invoice price, but at the price holding for goods in the country of origin, at the time they reach Canada, is doubtless to prevent any cheating. Yet isn't it resulting in a cheating of the people as a whole as regards the duty they are paying—for of course contracts in advance to insure a favorable buy are a regular feature of trade.

HAMILTON FIRM'S GROWTH

The members of the present Coppley, Noyes & Randall Company were all identified with the firm of John Calder & Co., who commenced business in the warehouse now occupied in the early eighties. Since then a factory has been added, and 70,000 square feet are now required for the business, which extends from coast to coast.

UNDER SAME MANAGEMENT

The Deacon Shirt Co. was established in 1903 and is still under the same management, Mr. W. B. Deacon, President, and F. S. Deacon, Secretary-Treasurer. Efforts are confined to shirts of all kinds, with the one exception of starched lines. Pyjamas, night shirts, scout suits, etc., are also made.

OPENED CANADIAN PLANT

Hamilton Carhartt Limited opened up for business in Canada in a third floor flat on Adelaide Street in 1906, on the memorial day of July 4th.

With a very small beginning it has shown a gradual growth, until to-day there are factories in Toronto and Vancouver, and branch depots in Montreal and Winnipeg.

At first efforts were confined to overalls alone, but now trousers and gloves are made and just recently there has been introduced an entirely new departure—overalls for women. C. F. Fell came from the States to open the Canadian plant and is still here.

COTTON SITUATION IN UNITED STATES

(Continued from page 62)

Then Uncle Sam himself has become a purchaser. He sees prospects of many of his sons needing uniform clothing for months—perhaps years—to come. So Uncle Sam is ordering cotton—millions of yards of cotton. Uncle Sam doesn't pike. When he buys, he buys, this, therefore, may be considered only an opening order.

So the consumption of cotton will be greatly increased—increased without considering the vaster quantities which will assuredly go into munitions. Any saving there may be in the cutting off of exports to "Neutral" countries, who in the past have earned a dishonest penny or two by disposing of such goods, "bought for their own use," to Germany, will be small—negligible almost in comparison with this huge new demand.

No. The truth might as well be faced. Tax or no tax on raw products going into the States, or on finished products going out of its market, conditions are such that higher prices seem certain. A fifteen or twenty per cent. increase would seem likely.

STERLING NECKWEAR COMPANY TAKEN OVER BY THE KING SUSPENDER COMPANY

THE King Suspender Co. (Henry Greisman & Sons), Toronto, has taken over the stock, plant, good will and patented fixtures ofthe Sterling Neckwear Co., Toronto, and will operate the business under the name of the King Neckwear Co., in the present premises, 468 King St. West.

At the end of the year both the King Suspender Co., and the King Neckwear Co. will remove to the new Henry Building, corner Richmond and Duncan Sts., where, in the ample space furnished the most up-to-date system and plant will be installed, with the view of promoting the interests of both businesses.

Mr. Wm. C. Mountain, former managing director of the Sterling Neckwear Co., will continue in the capacity of manager. The same selling staff will continue in the employ of the new concern.

With the careful attention of Mr. Mountain, already well known in the neckwear business, and the financial backing of Mr. Henry Greisman—extensively known through the King Suspender Co. and other financial operations—there is every reason to believe the King Suspender Co. will fill an important part in the neckwear business.

J

Fifty Years of Show Cases

IN 1867

This was the type of show case in very up-to-date stores, for all classes of merchandise.

Store fixtures and show cases have changed in fifty years from a crude attempt at display to a highly efficient service.

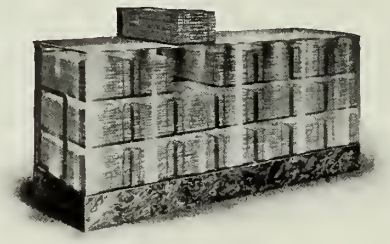
The store fixture maker of 1867 was a carpenter or a planing mill.

The store fixture maker of 1917 is a business doctor, architect and craftsman giving a service undreamt of fifty years ago.

You cannot afford to be without modern fixtures.

IN 1917

This is the type of case in up-to-date stores. Specially designed and equipped to give 100 per cent. efficiency.



SEND FOR OUR CATALOGUE

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

OUTLINE FACTS REGARDING OLD FIRMS

OLD CLOTHING FIRM

John W. Peck & Co. is amongst the oldest clothing firms in Canada. This firm was organized in 1880 under the name of Carscaden & Peck. In 1892 Mr. Peck secured control, and the name was changed to John W. Peck & Co., and in 1903 it was incorporated into a limited company. At that time it maintained several posts throughout the West, trading with the Indian fur trappers. The business has grown into enormous proportions, manufacturing clothing, shirts, cloth caps, etc., and are also large importers of hats, etc.

VINEBERG & CO.

Established in 1884 by Harris Vineberg, the present proprietor. Formed into a limited company in 1908. First did business in the old part of the city on Notre Dame Street, but step by step have progressed until now they are in their own large building. They manufacture Progress Brand clothing, which is one of the first registered brands of clothing in Canada.

HAMILTON CARHARTT

This company began business in a very small way. On July 4, 1906 the first offices were opened in a third floor flat on Adelaide Street. Since then there has been a great increase in the scope of their activities. While at first they were only manufacturers of overalls, later developments have taken in such lines as trousers and gloves, and of recent date woman's overalls. This is a line that is showing increased activity with every passing month, and Mr. Fell who came from the United States to open the branch here, and who is still with the firm as resident manager, is of the opinion that this is one of the coming lines in the overall trade, and that it will have ceased to be anything of a novelty to see women wearing this garb by the time a year has passed. The Hamilton Carhartt Cotton Mills Ltd., is now represented by factories in Toronto, Vancouver, Montreal and Winnipeg.

COPPLEY, NOYES AND RANDALL

The business of men's and boys' clothing is one that is growing with every year and Canadian made clothes are gaining a deservedly high reputation. Among the firms that have been associated with the clothing trade for a considerable space of years is the firm of Coppley, Noyes and Randall of Hamilton. The present members of the company were all associated with the firm of John Calder and Co., which commenced business in the premises now occupied by the present company in the early eighties. Since the time of the inception of the business a factory has been added, and the plant now covers a total area of 70,000 square feet. Each department of the business is under the direct personal supervision of one of the members of the firm, which means a close interest between the retailer and the firm. The company is represented on the road by fourteen travellers, who cover the country from coast to coast.

THE WOLTHAUSER HAT CORPORATION

May 30th, 1904, the company's entire plant at South Norwalk, Conn., was destroyed by fire, and in looking around for a new location or to consider rebuilding, the factory of the Union Hat Works, Brockville, was offered. It was then in the hands of the sheriff. The hat field in Canada seemed a good one and the plant was taken over. New machinery was installed throughout practically the whole factory and in 1912 we decided to go to the retail trade direct.

CLOTH SCARCITY

Says a large manufacturer of boys' clothing:

"Our latest reports from England look as if there will be no goods for Spring of 1918."

It does assumedly begin to seem that we are to experience in Canada a shortage such as has not formerly been felt—yet the goods will come in fairly satisfactory quantities, of that we feel sure.

Moreover, a dying concern in Toronto, advises that more cloth is in their plant for treatment now than they have ever had before—Reserve stocks are evidently fairly satisfactory.

A. R. CLARKE & CO., LTD.

It was away back in 1852 that John Clarke started the leather tanning industry which has developed into A. R. Clarke & Co. As it operates to-day, making leather gloves and other working men's lines, Alfred Russell Clarke carried on the work of development, and now his son, Griffin B. Clarke, is president and the active head of the business. Now, as at first, the place of business is on Eastern Ave., but further along the street, and the splendid factory of to-day is different from that in which tanning was first undertaken.

JONES BROS. & CO., LIMITED

This firm was founded in Toronto in 1887 by Sidney Jones, who as President is still actively connected with the business. R. J. W. Barker, the present manager, was also with the company from the very first.

Starting as manufacturers of Barkers' Supplies the production of store fixtures was commenced 20 years ago. At first there were largely shelvings and counters. Indeed only in the last five years has the great development come in fixtures.

The company opened a new plant in Dundas ten years ago, and one in Montreal at the same time. Branch offices are located at Ottawa, Montreal, Winnipeg, Edmonton and Calgary.

J. EVELEIGH & CO., MONTREAL

This business was established in 1870 by Joseph Eveleigh, the present head, and has been carried on very successfully since, manufacturing trunks and bags. The business was turned into a Joint Stock Company in 1906.

DOMINION SUSPENDER CO.

The Dominion Suspender Company was started in the year 1882 at Hamilton, Ont., where it remained two years, and in 1885 removed to Niagara Falls, where it has been continuously since.

When it first started it manufactured only two or three lines of suspenders, as in those days wants were few and simple, and as far as garters were concerned, a few dozen a year was all that was required for Canada. In fact, we had some difficulty in marketing them, as men claimed they were too feminine.

The company's business in this line new extends throughout the whole world where men wear trousers or stockings.

Wm. L. Doran, who started this business when he was less than 21 years of age, is still president of the firm which is now incorporated.

TOOKE BROS.

This well-known business was organized forty-five years ago by Messrs. Benjamin Tooke and R. J. Tooke. R. J. Tooke subsequently sold out his interest, Mr. Benjamin Tooke his brother assuming control, and under his wise direction the business has grown to its present splendid proportions. They occupy a large building in the West end of Montreal with fully equipped departments for the manufacturing of collars, shirts, neckwear, etc. They are also importers of many special lines of men's furnishings. Tooke Bros. maintain branches in Vancouver, Toronto and Winnipeg.

E. A. SMALL & CO.

This business was organized in 1886, or over thirty years ago by Mr. E. A. Small, who took over the business of Charles Huston, afterwards absorbing Wm. Ewan & Son and J. W. MacKedie. This company inaugurated "Fit-Reform" which was the first tailor-made ready-to-wear clothing in Canada. The success of the enterprise has been marked through a long series of prosperous years.

JOHN W. PECK & COMPANY, LIMITED

Interesting Sketch of a Long and Successful Career in the Clothing Trade

A HISTORY of the clothing industry in Canada since the time of Confederation would be incomplete without reference to the firm of John W. Peck & Co., Limited, of Montreal, Winnipeg and Vancouver, one of the oldest and at the same time most successful in the trade to-day.

This firm was first organized in 1880, Mr. J. D. Carscaden and Mr. John W. Peck becoming associated under the name of Carscaden & Peck. Under this name the business was carried on until 1892, when Mr. Carscaden retiring, it was changed to John W. Peck & Co., and subsequently in 1903 the firm was incorporated with Mr. John W. Peck as President.

The early history of the company dates back to the days when business was carried on largely by trading. The firm had a number of important outposts in the great North West where a thriving business was done with the Indian Fur Trappers who exchanged their season's catch for the clothing manufactured by the Peck Co. in the East. This in turn offered another sphere of enterprise for the company who converted the raw furs into fur garments.

But the march of progress changed the style of doing business and the primitive trading posts were gradually succeeded by the stores and villages and towns rapidly springing up in the West. At this time the Peck Company disposed of their trading posts to the Hudson Bay Company and developed the business into more direct trade channels.

With modern methods of merchandizing also came more modern methods of manufacturing and in 1903 the firm erected a splendidly equipped building in the north end of the city. At that time its generous proportions were expected to provide for the wants of many years, but a brief ten years later, an addition doubling the capacity of the former building, was found necessary. This modern factory contains 225,000 square feet of floor space, and is the largest plant of its kind in Canada and one of the largest in North America. Everything is of the most up-to-date description and a tour of the immense building cannot help but impress one with the splendid conditions of light, cleanliness, ventilation and conveniences under which the large staff of employees work.

Under this large roof are housed the various departments, which now compose the Peck Company's business. First in importance, as always, is the Clothing Department, now of tremendous proportions, and including the manufacture of "Fit-Rite," their well-known brand of Custom Tailored, as well as of popular-priced clothing. Here also a large "made-to-measure" business is done.

The Shirt Department is another important branch, where are manufactured enormous quantities of high-class and working shirts of every description.

The Cloth Cap Department, one of the younger members of the community, has also developed very rapidly and a considerable portion of the building is required to accommodate this growing end of the business.

Last but not least, the Hat Department, though not belonging to the manufacturing group, occupies a very important place in the business. For many years the company has enjoyed a large and increasing patronage as importers of several leading brands of hats of English and American manufacture.

The Peck Company, like all large and successful concerns, are believers in trade-marks and judicious advertising. Their "Fit-Rite" occupies an enviable place amongst the brands of high-class clothing, whilst their "Peck's Perfect Fitting Shirts," their "Peck's Finest Finish Caps" and many other popular brands are business assets which have done much to build up not only a phenomenally large, but an enduring business.

Mr. Peck, President of the Company, and founder of this large enterprise, for many years devoted special personal attention to Western Canada, and it is doubtful if any manufacturer has as large an acquaintance or as many friends amongst the merchants in that territory. Mr. Peck has also given his personal supervision to the purchase of Woolens and his long experience and knowledge of the trade's requirements, and big buying connections which the firm has with leading manufacturers, have been important factors in the securing of goods, especially under present trying conditions.

If any advertisement interests you, tear it out now and place with letters to be answered.

"NUGGET" WHITE CLEANER

For Buckskin and Canvas

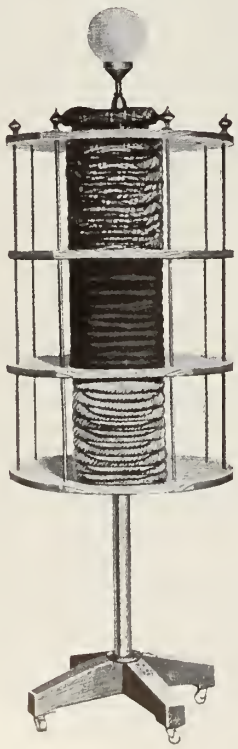
Put up in liquid form, the only satisfactory way to clean white shoes, belts, helmets, etc.

Retails at 15c and shows you a good profit.

DRIES A PURE WHITE.
WILL NOT RUB OFF.

THE NUGGET POLISH CO., LIMITED
TORONTO, ONTARIO

THE MILLER RACK



The handsome Cap Stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all the patterns carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5 ft. 8 in. high, 27 in. wide, and contains 18 spaces to display 15 to 18 dozen caps. Sells at $30.00.

Dear Mr. Miller:—

I have great pleasure in recommending your cap rack as one of the very best, and when you demonstrated this device to me it appealed to me so much that we decided to put in a line of caps, as we could see the cap rack was not only a salesman, but was a veritable warehouse in itself.

I might say that the fixture is a very attractive piece of furniture, and we have so far obtained very satisfactory results therefrom.

Yours very truly,

C. HAWLEY WALKER, Limited.
Toronto.

Send a card to-day for full particulars.

Patented Nov. 20, 1916

MILLER AND COMPANY
Sault Ste. Marie, Ontario

The favorite composition collar:

KANT KRACK
TRADE MARK COATED REGISTERED LINEN

Discriminating customers are keenly appreciative of KANTKRACK Collars' superiority. The Modern Style and the really remarkable Linen-like finish make KANTKRACK Coated Fabric Collars favorites everywhere.

From a stock of KANTKRACK Collars you can free the requirements of every class of customer. There's a style to suit every fancy, but **"One Grade only, and that the Best,"** and one price to all.

One of our many popular styles

It will pay you to remember the three K K K when stocking waterproof Collars.

The
Parsons and Parsons
Canadian Company

Makers of the famous
KANTKRACK *composition collar*
HAMILTON

A New Neckwear House!

THE King Suspender Co. of Toronto, manufacturers of the well known "EZE" and "King" Summer suspenders, etc., announce that they have purchased the stock, plant and goodwill of The Sterling Neckwear Co., Limited, Toronto, including the rights to manufacture the famous "Stay-in-Shape" patented cravat.

The neckwear branch of this amalgamation will be known as

The King Neckwear Co.

"The House of Novelties"

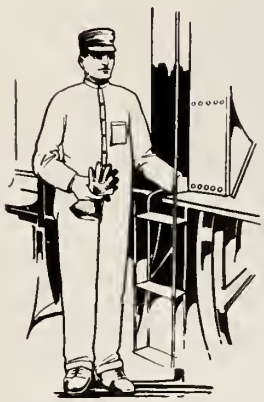
A large, snappy range of fast-sellers will be immediately on the road—and a few special clearing lines of interest worth waiting for.

The same staff of competent salesmen will remain on the road and under this new management you can bank on "King" cravats leading the way in value and style. Wait for the new "King" line, and thank you in advance, for your continued patronage.

THE KING NECKWEAR COMPANY

468 KING STREET WEST ∴ TORONTO

The demand for good, serviceable Overalls and Working Gloves is increasing daily



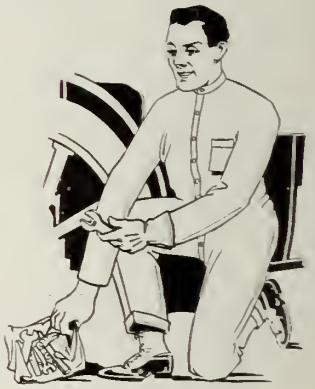
Get your share by stocking Carhartt's—the lines with the big reputation

Increased activities in every field of production have given a noticeable impetus to the demand for overalls and working gloves.

Dealers should be well stocked with such reliable lines as CARHARTT'S, for they will then get their proper share of this extra heavy demand.

For Carhartt Overalls and Working Gloves are made to give the utmost service under the most trying conditions. Honest Cloth, Honest Seams, Honest Stitches—all combine to make the Carhartt proposition the biggest value on the market.

Your prestige and profits are assured with the Carhartt lines. Ask us to send you samples of Overalls, working gloves, and the new Ladies' "All-over."



Hamilton Carhartt Cotton Mills, Ltd.

TORONTO UNIT

TORONTO VANCOUVER LIVERPOOL MONTREAL WINNIPEG

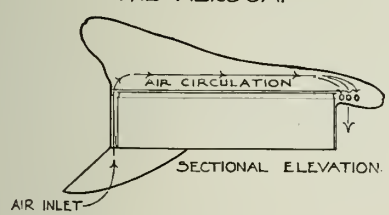
DUKTEX COATS

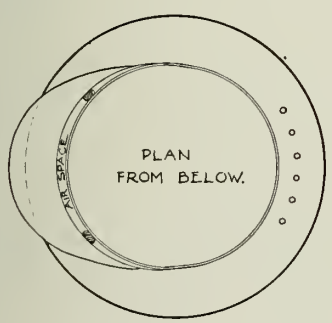
The best all round Weatherproof Coat on the market *giving a dual service* of *rain-coat or light top-coat.* Sales increasing daily. Let us submit samples and prices.

DUKTEX COAT COMPANY

322 Notre Dame Street West . . MONTREAL

THE AEROCAP





Patented Sept. 19th, 1916, No. 17024

WILLIAM SCULLY MONTREAL TRADE MARK REGISTERED

Just The Thing For Summer

The AEROCAP for military officers is scientifically built to insure head comfort in hot weather. Free circulation of air prevents scalp perspiration, keeping the hair healthy, and the head cool.

Made up in Khaki Whip-Cord, Gaberdine and Serge.

EVERYTHING IN MILITARY EQUIPMENT.

SEND FOR CATALOG AND PRICE LIST.

OLDEST AND LARGEST MANUFACTURERS OF MILITARY EQUIPMENT IN CANADA

WILLIAM SCULLY 320 UNIVERSITY STREET MONTREAL, QUEBEC

DISTINCTIVENESS

IT is a mighty discouraging thing to offer to your trade a Palm Beach or a Cool Crash Suit that is really excellent value and then find that its superiority isn't apparent to your customer.

If you have to point out to him the different features that make the suit superior, or the little innovations here and there that differentiate it from the ordinary, your summer suit has missed the mark.

Campbell Manufacturing Co., Ltd.

Montreal, Quebec

SELLING AGENTS FOR CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

AT-A-GLANCE

A PALM Beach or a Cool Crash to make a quick and lasting appeal must not only be perfectly tailored but must have "distinctiveness" in actual appearance; its superiority must stand out boldy visible to the naked eye at the first glance.

It is that "distinctiveness, at a glance" idea that has enabled the C-G de Luxe line to lift our customers above all the ordinary competition and at prices that mean real volume.

Cohen, Goldman & Co.
NEW YORK

If any advertisement interests you, tear it out now and place with letters to be answered.

Summer Outing Clothing

We have on hand for *immediate shipment* a good stock of Outing Trousers in

KHAKI DRILLS, WHITE DRILLS and DUCKS and FANCY OUTINGS at all prices

Also KHAKI RIDING BREECHES. Sure to be in demand this summer

Everything in Pants for Men and Boys

VALUES THAT DEFY COMPETITION. OUTPUT 6000 PAIRS A WEEK

Crown Pants Company 322 Notre Dame Street, West MONTREAL

THE LARGEST MANUFACTURERS OF PANTS IN CANADA

"Craftana"

Registered No. 262,00.

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

Bannockburn Suits

The-e BANNOCKBURN TWEED SUITS are our specialty, and so we are able to give you styles, materials and prices which no general manufacturer can touch.

Service Counts

There's no suit on the market to-day that gives better service than our BANNOCKBURN TWEED SUITS.

Drop us a card, if our traveller has not called, and we will be pleased to submit samples, prepaid.

The Bannockburn Clothing Co.

Wholesale Tailors

319 St. James Street, Montreal

INCREASED EFFICIENCY IN TIE MERCHANDISING

The easier it is for a customer to see your tie displays, the oftener he will buy. Place your ties in a case that can be easily seen, arrange them neatly in ONLI-WA TIE HOLDERS and watch your sales jump. Every man is a prospective customer for a tie almost every time he enters your store, **but he can't see them if they are not properly displayed.**

A set of ONLI-WA Tie Holders will effect a distinct saving in time and labor and enable your salesman to concentrate on sales talk, rather than pulling down and re-arranging boxes.

Made of fine quality brass with a highly polished nickel finish and a felt base. Simple in construction, easy to handle and nothing to get out of order. Send in your order now.

The Onli-Wa Fixture Company, DAYTON, OHO U.S.A.

The J. R. Gaunt & Son (Canada Co.) Limited

ARMY and NAVY

Badges, Buttons, Swords, Khaki Caps, Wolseley Helmets, Solid Nickle Spurs, Air-tight Uniform Cases, Sam Brown Belts, Whistles and Cords, Signal Flags, Water Bottles, Puttees, Whips, Swagger Sticks, Chivrons and Arm Badges

and

ACCOUTREMENT MANUFACTURERS

Every requirement for Military Camp Outfits kept in stock. Write us direct for particulars and prices.

Beaver Hall Hill, Montreal

ALSO AT

53 Conduit St., Bond St., London
Warstone Parade, Birmingham } ENGLAND

Bombay, Melbourne and New York

TATELEC
TRADE MARK

Raincoats

made where our process is used

Are 50% lighter

Contain no rubber

Are ventilated

Treatment permanent

Color fast.

Write for particulars.

Tate Electrolytic Waterproofing Processes, Limited

318 West 39th St., New York
Jacobs Building, - Montreal

This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By GEO. J. COWAN
Vice-President of the Koester School of Window Trimming

This is the most useful window trimming book ever published and sells at only $1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.
White Goods Windows.
St. Valentine's Day Windows.
Spring Opening Windows.
Easter Windows.
Summer Windows.
Horse Show Windows.
Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
Thanksgiving Windows.
Christmas Windows.

Period Decorations in backgrounds, showing examples of
Greek, *Moorish*,
Roman, *Italian*,
Gothic, *French*,
German, *Empire*,
Japanese *Colonial*,
Egyptian, *Mission, etc.*
Sale Windows,
Bas Relief Backgrounds,
Stencil Backgrounds,

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt at $1.60.

The MacLean Publishing Company, Ltd.
143-153 University Avenue, Toronto

MILITARY GOODS PURCHASED

CLOTHING MERCHANTS AND GENTS' FURNISHERS HAVING SURPLUS STOCKS OF KHAKI SHIRTS, TIES, HANDKERCHIEFS, PUTTEES, RIDING BREECHES, ETC., WISHING TO CONVERT INTO CASH, ADVISE, STATING QUANTITY AND PRICES.

The Crown Military Outfitters
Carlaw Building Wellington Street West
TORONTO

We'll Prove It

GIVE us a chance to prove to *you* that you can make money by working our plan. Hundreds of men and women in Canada are making splendid salaries by working for us a few hours each day. Why not learn all about it?

If your regular position isn't producing enough money to take care of a few added luxuries—our plan will fit in splendidly, giving you as *much* extra money as your spare time will allow for. The more time you devote to the plan the more money you can make. To learn all about it—drop us a *Post Card,*—back to you by return mail will come full particulars. This will not obligate you in any way. Simply say, "Send me full particulars of your money-making plan."

Name.....

Address.....

The MacLean Publishing Co., Limited
143-153 University Avenue - Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

New Forms to Stimulate Your Clothing Business

Men's Coat Form at Left.
Sateen Covered, as cut.....$8.00
Black Jersey, Covered 6.00
Add for Arms 1.50
9 in. Base—The New Non-Scratch Weighted Wooden, Mahogany finish—or Metal, Ox. Copper if desired.

Vest Form at Right.
Sateen Covered, as cut $5.50
Black Jersey Covering 4.00
7 in. Base.

Herewith we show two recent additions to our stock. The shaping is such as gives the right hang to the New Clothing Models. These forms, and our others, will enable you getting the effects you want.

Quick action will get individuality and quality into your display

A. S. Richardson & Co.
99 ONTARIO STREET - TORONTO

THE WINNERS

POPULAR
NECKWEAR
(TUBULAR)
BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED
301 ST. JAMES STREET, MONTREAL

AN INCREASED INCOME

WE are in need of a representative in your district to look after our subscription business for MacLean's and The Farmer's Magazines. We will pay good money to the man who can produce the right kind of results. The position is one that carries with it a good salary for a man who has energy, enthusiasm and abilities. Just what this salary amounts to depends on how much time is devoted to the work.

ONE of our Toronto representatives during the week of March 13th cleared $20.00 in cash. He averaged four hours a day for four days; you can do as well after becoming acquainted with the plan. For full particulars write us a line and let us tell you how hundreds of representatives are turning their spare time into money. No obligation, just say "Show me how I may increase my present income."

THE MACLEAN PUBLISHING CO., LIMITED
143-153 University Ave. TORONTO, Canada

Mr. Window Trimmer

For your show window you need the best "valances." They are the keynote of your prosperity, and you owe it to yourself and to your business to make them as attractive and profitable as possible

Aside from the beautiful effect they produce, they provide an excellent means of concealing window reflectors and are infinitely more distinctive than painted signs. These beautiful valances are made in any combination of colors and fabrics. We have 50 different designs to choose from.

Catalogue on Request

DELFOSSE & COMPANY, Offices and Sample Rooms: 249 Craig Street West
Factory: 1 to 19 Hermine Street, Montreal

Largest Eastern Manufacturers of Window and Store Display Fixtures, Bust Forms, Wax Figures, Etc.

Canadian Representative for The Famous French Wax Figures of Pierre Imans, Paris

CONDENSED ADVERTISEMENTS

WELL ESTABLISHED MEN'S FURNISHING business for sale. Best class section for men's trade. Favorable lease. Exceptional reasons for transfer. Stock can be readily reduced. Wreyford & Co., 85 King St. West, Toronto.

UNDERWOOD TYPEWRITERS—MODERN visible machines equipped with such improvements as back spacer, bi-chrome ribbon, tabulator and automatic ribbon reverse. Five-year guarantee. Sold for cash or payments. Free trial. Send for proposition to-day and save more than half regular price. Address—Arthur O. Secord Co., Limited, Dept. 7, Brantford, Ontario.

SILK HATS

Ours is the largest and most up-to-date SILK HAT factory in Canada. This, coupled with our complete concentration on this one line makes possible the unusual values we offer.

Our hats are always the last word in style and finish.

Write us regarding your SILK HAT requirements. We always have full range in stock, thus insuring you PROMPT DELIVERIES.

GEO. PROVENCHER

166B Elizabeth Street - Montreal

Established 1894

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Taylor-Made

Garment Hangers

No. 74B

$12.50
per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.
Hamilton Ontario

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAINCOATS

Some of the Newest Productions for 1917-18

MADE IN CANADA

"MAXWELL"

"SOMME"

"TRENCH"

Write to our nearest branch for full information as to prices and cloths.

Canadian Consolidated Rubber Co., Limited

Head Office: Montreal

Service branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Brantford, London, North Bay, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, and Victoria.

The above is a reproduction of the show-card just produced, showing our latest self-conforming collars. *Ready for delivery.*

TOOKE BROS., LIMITED

MONTREAL TORONTO WINNIPEG VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VII. PUBLICATION OFFICE: TORONTO, AUGUST, 1917 No. 7

An Easy-Sliding Tie

The neckband of the "Shure-two-Slip" cravat is smooth satin on both sides—thin yet strong, tailored straight where old style ties are cut on the bias.

It slips freely at a touch.

As a result, the tie wears longer, holds its shape better, always looks neater.

It is the newest tie creation—an end to cravat tying troubles.

Your customers will appreciate this feature—they will appreciate, too, the wide range, novelty patterns, and splendid quality offered in all Reid Cravats.

A. T. Reid & Co., Limited
TORONTO

Makers of Reid's Real Bengaline Ties in 40 Plain Shades

TATE ELEC
DEFIES THE ELEMENTS

This wonderful proofing process makes any fabric *absolutely non-absorbent* without filling up the pores, increasing the weight, stiffening or affecting color or strength. Ventilation is maintained.

We are proofing successfully for United States and Canadian Governments:

TENTS & AUTO TOPS
AWNINGS, FLAGS
BATHING SUITS & CAPS
BLANKETS, SLEEPING BAGS
SAILS & SALVAGE COVERS
MACKINAW & SHEEP LINED COATS
SPORTING CLOTHING, GLOVES
CLOTHING & RAINCOATS

Garments proofed by this process will give absolute satisfaction. Ask for them when buying your Rainproof Coats or Clothing.

Send for samples or particulars.

Tate Electrolytic Waterproofing Processes, Limited
Jacobs Building, Montreal **318 W. 39th Street, New York**

New Forms to Stimulate Your Clothing Business

Men's Coat Form at Left.
Sateen Covered, as cut.....$8.00
Black Jersey, Covered 6.00
Add for Arms 1.50
9 in. Base—The New Non-Scratch Weighted Wooden, Mahogany finish—or Metal, Ox. Copper if desired.

Vest Form at Right.
Sateen Covered, as cut $5.50
Black Jersey Covering 4.00
7 in. Base.

Herewith we show two recent additions to our stock. The shaping is such as gives the right hang to the New Clothing Models. These forms, and our others, will enable you getting the effects you want.

Quick action will get individuality and quality into your display

A. S. Richardson & Co.
99 ONTARIO STREET - TORONTO

SILK HATS

Ours is the largest and most up-to-date SILK HAT factory in Canada. This, coupled with our complete concentration on this one line makes possible the unusual values we offer.

Our hats are always the last word in style and finish.

Write us regarding your SILK HAT requirements. We always have full range in stock, thus insuring you PROMPT DELIVERIES.

GEO. PROVENCHER
166B Elizabeth Street - Montreal
Established 1894

LARGEST CANADIAN DEALER
ADEL. 760 **WASTE PAPER**
E. PULLAN TORONTO

CONDENSED ADVERTISEMENTS

FURNISHING FIXTURES FOR SALE.

COMPLETE OUTFIT FOR FURNISHING store, wall shelving, tables, mirrors, etc., quartered oak, slightly used. For particulars apply to Jones Bros. & Co., Ltd. (Western), 437 Main St., Winnipeg, Man.

He's Fitted!

Everyone can be with the Cooper

"Three-in-One" Cap

This "Three-in-one" patented feature makes each cap self-adjustable to three sizes. A 6¾ will fit a 7 head.

Think what this means to you! You will not have to send customers away because you have not their size. You will not have off-sizes left on your hands.

In Cooper "Three-in-One" Caps there are no off-sizes

Cooper Caps give you the utmost in value. Having bought our materials over a year ago, we are able to offer not only the widest, most attractive range, but the best prices on the market.

Hold your order until you see our travellers

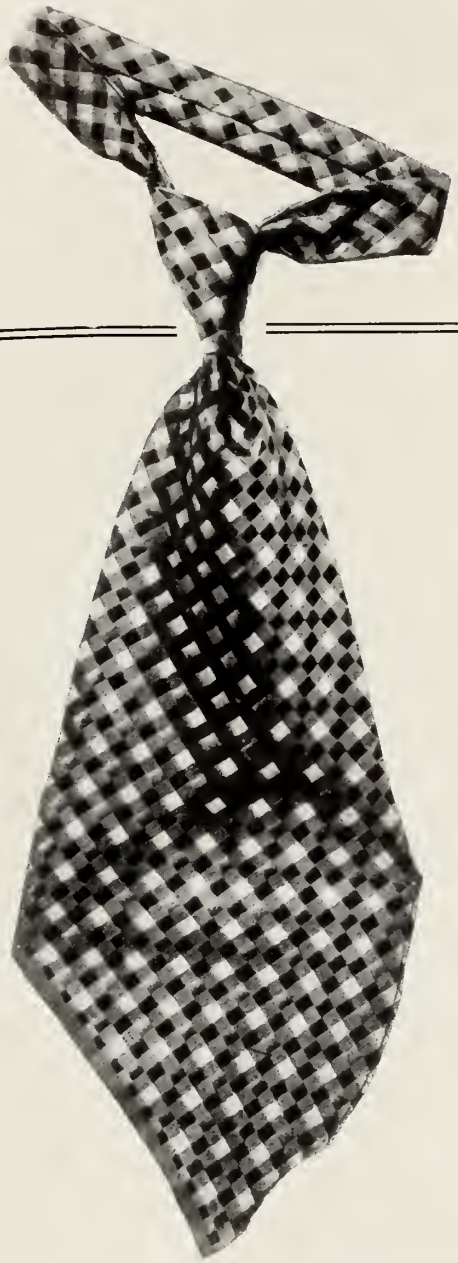
Examine their Samples. Note the value—the wonderful "Three-in-one" model—the prices. Then order at once. Make sure of your requirements.

"Three-in-one" never blows off.

COOPER CAP COMPANY

COOPER BUILDING, SPADINA AVE., TORONTO

Milne Neckwear
FOR FALL



Order Christmas Cravats and Mufflers Early

We have splendid ranges to show

We still have a big line of Italian Silk Ties for Fall in Basket Ground, as shown at the left, and in many other patterns. Wonderful value at $10.50.

The old quality in real Swiss Silks in all-over patterns, as indicated at the right, for $5.50.

See Milne ranges for the utmost in value.

WILLIAM MILNE

50 York Street - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Style-Craft
TAILORED CLOTHES

Special Order Outfits

FALL 1917

READY THIS MONTH

This season you must have a service that you know is dependable. Shortage of stock caused by market conditions is a serious handicap to the majority of special order tailors. Our showing for Fall is based on materials that are actually in stock and that were purchased at very close to pre-war prices.

Here, then, is a service that you can depend upon for values, for deliveries, for workmanship and varied assortment of cloths.

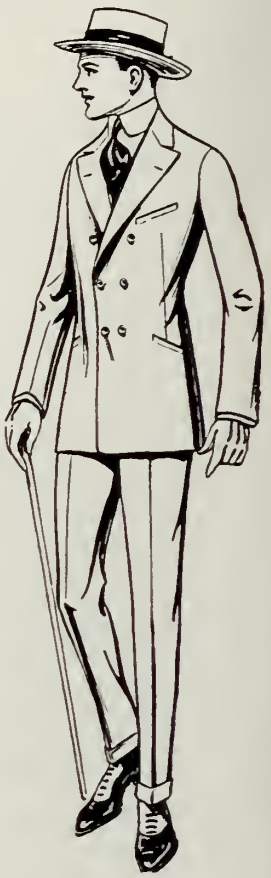
STYLE-CRAFT Special-Order outfits are supplied free to responsible merchants who are given the exclusive agency for their territory and in return we ask that needless duplication of outfits, a practice of sinful waste, be avoided.

Your request for Outfit should be in at once, as the supply is limited.

E. G. HACHBORN & CO.

50-54 York Street, Toronto

They'll bring the men to your store



The exclusive design, the perfect fit and the stylish finish of the clothes for men and young men which we are now showing is going to bring bigger and brisker business to men's wear dealers everywhere.

When we tell you that MR. GEO. A. BEECKEL, FOR NINE YEARS CHIEF DESIGNER AND SUPERINTENDENT OF B. GARDNER & CO., AND A PAST MASTER IN THE ART OF DESIGNING CLOTHES THAT SELL, HAS RECENTLY BECOME A DIRECTOR OF OUR COMPANY, you will readily see that we are out to set a good hot pace in exclusive tailoring at moderate prices. Mr. Beeckel will take an active part in designing and superintending every suit leaving our workshops. So we can promise our representatives something different—something that's always just a bit ahead of the other fellow.

Connect with us right now and speed up for the coming season's selling. Let us send you models and swatches from the large stock now on hand. You'll like them. So will your customers.

Union Clothing Co., Ltd.

285 Notre Dame Street West
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Plan now for bigger Military Business!

AHEAD OF ALL
MCo
Miller
TORONTO

The raising of Canada's new battalions by selective draft or otherwise will give added impetus to the dealer's military sales in every community.

A stock of MILLER MILITARY LINES is just what you need in order to turn a big slice of this profitable trade to your store. Miller quality and Miller value have set the pace. Why not link up with the lines that have made good, the lines that give results?

MILLER'S
WALKING BREECHES
FOR
SOLDIERS
All Ranks can wear them in England and at the Front
Buy a pair NOW before you leave they will match your Tunic and cost you less
COME IN AND LOOK
AT OUR FULL LINE OF MILITARY GOODS

The Miller Walking Breeches

Tommy's big favorite. Stock up and get things going by means of one of our striking Show Cards here illustrated. *Prompt ordering means prompt deliveries.*

Send yours now.

We can supply you with Regulation Cadet Uniforms, Officers' Drill Fatigue Uniforms and Khaki Drill Slacks.

Immediate Deliveries.

Canadian Headquarters for

White Duck Pants
Palm Beach and Summer Clothing
Dusters and All Duck Clothing

MILLER MFG. CO.
LIMITED
Makers of the Famous Miller Breeches
44 YORK ST. TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Col. MacLean was in Germany When War Broke Out

HOW he got out, what he saw, heard, learned and concluded, he tells in the August number of MACLEAN'S MAGAZINE. Colonel MacLean knows Europe thoroughly. He knows high-up men in all the great political and commercial capitals of Europe—diplomats, bankers and great merchants. These men told him freely and plainly many startling things about Germany and her intentions.

In a contribution of truly sensational interest, abounding in most startling facts, Colonel MacLean points out "The Dangers Ahead." His aim is to arouse Canadians out of their unwarranted confidence and out of their content. You will find in this article by Colonel MacLean strange, even shocking revelations, and things hard to believe—and you ought to read "The Dangers Ahead" in order that you may help in their avoidment by Canada and her people.

MacLean's for August Is a Midsummer Number

The August MACLEAN'S is excellently balanced, as you will see from these contents:

CONTENTS

The Dangers Ahead. By John Bayne MacLean.

The Menace of Canadian Titles. By Joseph Martin, M.P.P.

Rev. C. A. Eaton—A Canadian Who Speaks Out. By Beatrice Redpath.

Frenzied Fiction for the Dog Days—(Done by the Dipperful.) By Stephen Leacock.

The Human Side of Conscription. By H. F. Gadsby.

Winning the War in the Air. By Agnes C. Laut.

A Circus Story. By L. B. Yates.

Mam'selle Butterfly. By Arthur Beverly Baxter.

The Captain of the Susan Drew. By Jack London.

An Andy Doolin Yarn. By Hopkins Moorhouse.

A Detective Story. By Robert E. Pinkerton.

The Gun Brand. By Jas. B. Hendryx.

Canada's First Woman Member.

Economy in Preserving and Canning.

Women and Their Work—A New Department. Review of Reviews—Regular Department.

Yates who writes the Circus Story, was born in Hamilton. He wrote those stories about Paragon Pete and The Singin' Kid in the Saturday Evening Post.

Leacock is excessively humorous in his Dog Days Sketch, in which he talks about summering and simmering.

Miss Laut fancies that the war may be won by the birdmen, and if Uncle Sam produces 100,000 planes, she may be right.

Gadsby sits in the Press Gallery at Ottawa, and writes brilliantly always. His "Conscription" article is in order.

Pinkerton who writes the detective story, "Old Twilight," knows how to write this class of story.

By the way, Lord Northcliffe has promised an article for the September MACLEAN'S.

You can see that MACLEAN'S for August is just the right type for August.

At All News-Dealers 15 cents

New Fall Neckwear Creations

Brilliant Range of Popular Silks
from the World's Markets

EXQUISITE STYLES

Our $5.50 Range
is a Strong Feature

Others
$4.25 to $7.50

Salesmen now out showing
this splendid Fall line

FOR SALE ONLY BY

Crescent Manufacturing Co., Limited

Montreal

Sample Rooms—Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N.B., Halifax

If any advertisement interests you, tear it out now and place with letters to be answered.

Give your customers one of these hat cleaners with your own name and address on it

Just the thing for the Soft Felt Hat

It will be an every-day reminder of your store and of the service you give.

We make these Hat Cleaners in a variety of felt shapes. Send for samples.

Complimentary Advertising Articles Co.
P.O. Box 456 - Montreal, P.Q.

Tone up your summer sales with a stock of these seasonable sellers

Nainsook Union Suits, $6.50 and $8.50.
Knitted Wool Bathing Suits, $39.00.
French Model Suspenders, $4.00.
English White Flannel Trousers, $3.50.
Tress' Tweed Hats.
English Black Cashmere Socks, $4.50.

Correct Military Accessories at Special Values

The "Glengardeau" Trench Coat.
The "Emcodine" Trench Coat, lined oil, detachable fleece lining.
Tress' Service and R. F. C. Caps.
Fox's Puttees at $22.50 and $24.00.
Khaki Ties and Handkerchiefs.
Khaki Wool Socks at $4.50 doz.

Every Requisite for Aviation.

FOR YOUR FALL DISPLAYS.

Young & Rochester's Taffetas, Shirts and Pyjamas.

Wreyford & Co.

Wholesale Men's Furnishers and Mfrs.' Agents
85 King Street West Toronto, Canada

Get more results from your window trims

Our up-to-the-minute fixtures and artificial flowers make effective window trims easy.

Shirts, collars, gloves or any other lines will look 100 per cent. better when displayed on Dale Fixtures and "set off" with a neat arrangement of Dale Artificial flowers.

Show your stock up to the best advantage. We carry a complete line of dress forms—just the thing to display those stylish suits on. Drop a card for full particulars.

DALE WAX FIGURE CO., Limited

109 King Street East, Toronto, Ontario
Montreal Office, 142 Bleury Street

FOR THE MILLIONAIRE

Made in Canada — "Everyman's" TRADE MFD BY DAVIS BROS MARK — *For Canadians*

FOR THE MILLION

Summer Pants

Khaki Pants - - -	$1.35 and 1.75
Seaside Cloth - -	$3.50
Striped Outing - -	$4.00 and $4.50

Sort up at once.

We will give immediate delivery.

A few lines of Boys' Bloomers on hand for immediate delivery.

DAVIS BROS.

MANUFACTURERS
HAMILTON - - ONTARIO
Makers of full range of Men's Pants and Boys' Bloomers

If any advertisement interests you, tear it out now and place with letters to be answered.

Drawing the Trade

Carhartt Alloyers

(Combination One Piece Overalls)

in Khaki, Blue and Black Denim, $28.00 and $33.00 per dozen.

We are prepared to make immediate deliveries on any of these numbers.

WORKING PANTS

in Cottonades, Khaki and Corduroys. Ranging from $16.50 to $35.00 per dozen.

Order sample shipment of our $16.50 Leader a dark hair-line stripe.

TERMS: 2% 10 days. 1% 30 days. 60 days net

Hamilton Carhartt Cotton Mills, Limited

TORONTO UNIT

TORONTO VANCOUVER LIVERPOOL MONTREAL WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

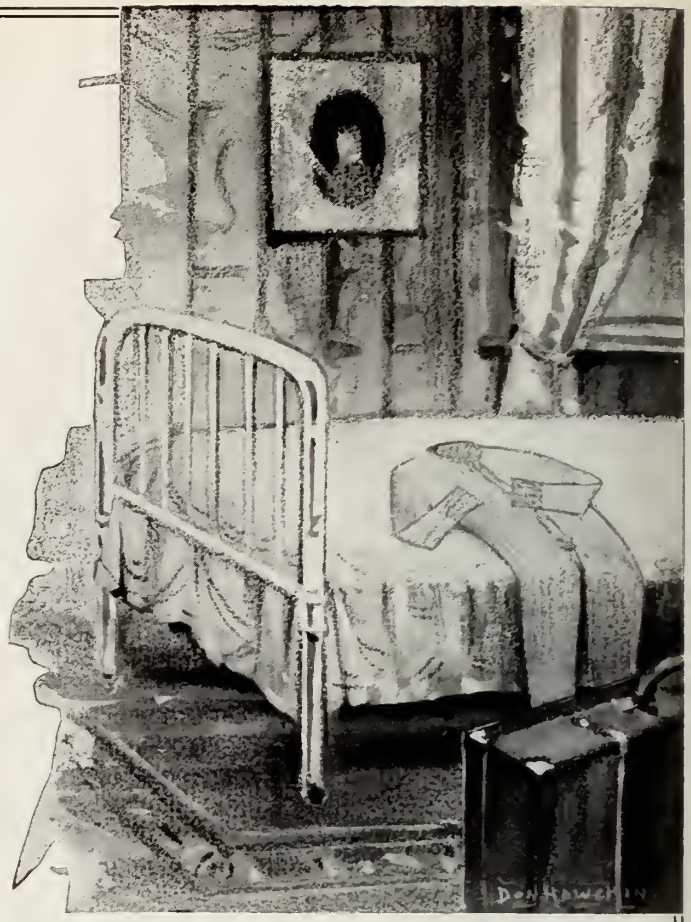
5 Sales-Making Features

Your sales of Men's Underwear are going to be larger this coming season if you push "Imperial," the five-feature line. Lap-Seam Shoulders wear longer and will not chafe; Comfort-Fitting Collarette fits closely without rubbing; Snug-Fitting Flap gives a neat front; Closed Crotch gives plenty of room without bunching of material; Improved Knit Cuffs and Anklets fit snugly at wrists and ankles.

These features make a strong appeal to men, and they provide real comfort and service.

Let "Imperial" boost for you this Season.

Kingston Hosiery Co.
Kingston, Ontario



It is not yet too late to get your stock of

BROTHERHOOD BROWNIE OVERALLS

There is a big demand for Brotherhood Brownies this year. Mothers of both the rich and poor kiddies are beginning to see the advantage of letting the youngsters "run loose" a little.

And Brotherhood Brownies are made to stand the abuse they are sure to get from the children. In fact the whole "get-up" of the Brotherhood Brownie is pleasing. They're right and your customers will be pleased if you will "put them wise."

Send in your order now and be sure of this extra Summer trade. Sold direct from maker to merchant—you get the jobber's profit.

Write us to-day.

REMEMBER THE BROTHERHOOD BUTTON

H. S. PETERS, LIMITED, WELLAND, ONT.

The complete Brotherhood Line Includes Overalls—Smocks—Auto Suits—Munition Coats—Mechanics' Aprons—In all styles and colors.

If any advertisement interests you, tear it out now and place with letters to be answered.

CHALLENGE BRAND

For the man that perspires freely

His dealer sold him an "Arlington"

—the big-bodied, big-necked man—the ordinary laundered linen collar is out of the question during the sultry summer days.

To such a man the ARLINGTON WATERPROOF COLLAR is a necessity. It gives him a clean, neat appearing "linen finished" collar every day, a collar absolutely impervious to perspiration or dust and this without the usual heavy laundry bills.

Get the fat men of your community acquainted with ARLINGTON Collars. Show them how an ARLINGTON will solve that collar wilting problem and at the same time look as dressy as an ordinary linen collar. ARLINGTON profits are good.

Stitched-edge full linen finish—and all the better styles (½ sizes)

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

MAKERS SINCE 1889

Hosiery that you can sell and recommend

Hosiery that bears the name MONARCH - KNIT — a name famous for the quality it guarantees and for the well founded reputation back of it.

You'll find

Monarch-Knit Hosiery for Men

a good, easy-selling line — and the value every pair represents will maintain your customer's confidence in the line you carry.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

And Monarch-Knit Hosiery for Women

Here too is a selling line well worth your consideration. A stock of Monarch-Knit for the fair sex will enhance the popularity of your store. It will get you the good-will of the women—a fact that's bound to have a favorable effect on your business.

And there's big profits in it too.

The Monarch Knitting Co. Limited

Manufacturers of Ladies' Silk Knitted Coats; Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, Etc.
Also Hand Knitting Yarns suitable for knitting Soldiers' Sox, Etc.

DUNNVILLE, CANADA

Our New Range Almost Ready

THE Lang SHIRT

The reliable line

As a result of buying well ahead, we have in our Spring, 1918, Lang range, not only patterns, but colors of which we feel proud.

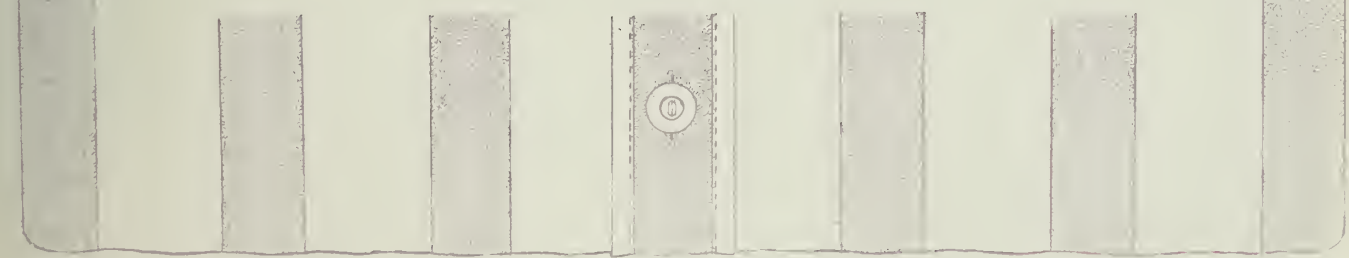
You will appreciate the patterns. You can rely on the colors.

Our Specialty is fine quality Shirts made up for retailers under their own name. The workmanship, the quality, the design in these Lang Shirts is such as you will like to have connected with your name.

Look for our Samples.

The Lang Shirt Co., Limited

Kitchener, Ontario



Parents and Youngsters Like

Lion Brand Bloomers

A stock of these stylish, neat-fitting, long-wearing boys' bloomers will tone up sales in your juvenile department. There's a good profit and a satisfied customer in every sale.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO
Factories: Clinton Goderich Exeter Seaforth

The J. R. Gaunt & Son (Canada Co.) Limited

ARMY and NAVY
Badges, Buttons, Swords, Khaki Caps, Wolseley Helmets, Solid Nickel Spurs, Air-tight Uniform Cases, Sam Brown Belts, Whistles and Cords, Signal Flags, Water Bottles, Puttees, Whips, Swagger Sticks, Chivrons and Arm Badges
and
ACCOUTREMENT MANUFACTURERS

Every requirement for Military Camp Outfits kept in stock. Write us direct for particulars and prices.

Beaver Hall Hill, Montreal
ALSO AT
53 Conduit St., Bond St., London
Warstone Parade, Birmingham
ENGLAND
Bombay, Melbourne and New York

Taylor-Made
Garment Hangers

No. 74B **$12.50 per hundred**

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.
Hamilton Ontario

THE MILLER RACK

The handsome Cap Stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all the patterns carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5 ft. 8 in. high, 27 in. wide, and contains 18 spaces to display 15 to 18 dozen caps. Sells at $30.00.

Dear Mr. Miller:—

I have great pleasure in recommending your cap rack as one of the very best, and when you demonstrated this device to me it appealed to me so much that we decided to put in a line of caps, as we could see the cap rack was not only a salesman, but was a veritable warehouse in itself.

I might say that the fixture is a very attractive piece of furniture, and we have so far obtained very satisfactory results therefrom.

Yours very truly,
C. HAWLEY WALKER, Limited,
Toronto.

Send a card to-day for full particulars.

Patented Nov. 20, 1916
MILLER AND COMPANY
Sault Ste. Marie, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

A Word of Sound Advice

Twenty-five years' practical experience in the manufacture and sale of

WATERPROOF COATS FOR MEN

has proven to us that Single Texture Fabrics do not give satisfactory wear.

Our range for the coming season, therefore, comprises only Fabrics of Double Texture, so safeguarding both dealer and wearer.

Unequalled buying facilities by reason of our affiliation with the Premier Waterproof & Rubber Co., Limited, the largest exclusive waterproofing house in Great Britain, puts us in a very enviable position as regards materials and deliveries.

ALL TRUE-FIT BRAND GARMENTS will be made of BEST ENGLISH DOUBLE TEXTURE MATERIALS, and we can *positively guarantee delivery* from well-selected stock at present in our Montreal and Manchester Warehouses.

We are Sole Agents for Canada for the AQUATITE BRAND Gentlemen's Yarnproof Coats and are also in a position to book orders for import or immediate delivery from stock.

Our Salesmen will shortly be on their respective routes, with a full range of these High-Class Garments.

Samuel Wener & Co., Limited

Sommer Building - - Montreal, Quebec

If any advertisement interests you, tear it out now and place with letters to be answered.

PANAMA HATS EXCLUSIVELY

For the Jobbing and Wholesale Trade

Season 1918 Samples Now Ready

Canadian Panama Hats are carried by the leading Canadian Jobbers. Retailers will find 1918 an even bigger Panama year than 1917, and to make sure of stock should order from their jobbers at once.

Styles, workmanship and prices will please you.

Canadian Panama Hat Company, Limited

Manufacturers, Importers and Exporters

345 to 349 Adelaide Street West - TORONTO

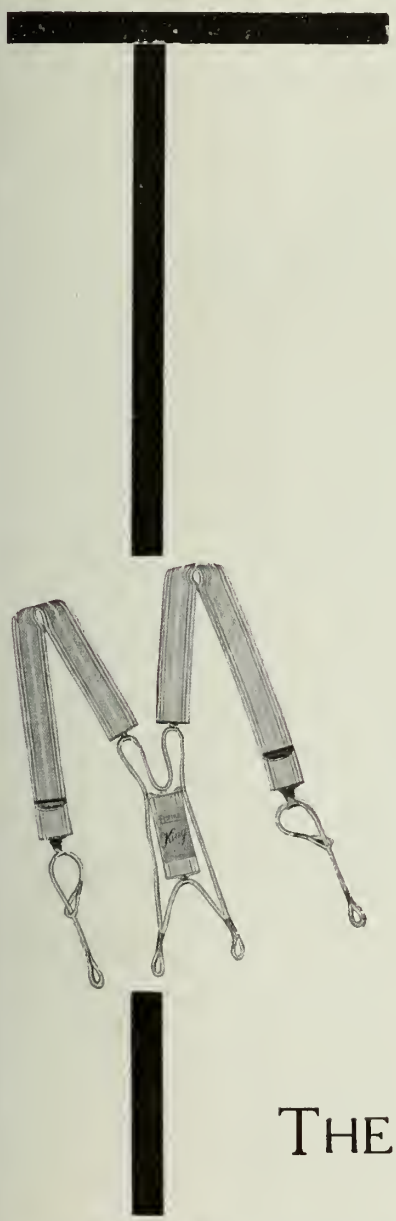
TRADE MARK REGISTERED

new 2 ones

The King-EMPIRE SUSPENDER

The King Security SUSPENDER

BOTH SELL FOR 50¢



YOU need big, extra value 50c suspenders!

Here they are—*two of them*—with the old-time profits you've been longing for.

!! There is no excessive royalty to pay on this construction—*that saving goes into your pocket!* !!

Both the *"King Empire"* and *"King Security"* have easy-sliding, toughened, glazed cords and pulleys, as photo. Sure comfort for your customers. Superior elastic webbing—light or heavy—smartest patterns.

Heavily lacquered gilt metals.

—and in two of the niftiest half-dozen, high-colored boxes you've seen for many a day, with two-color show card enclosed.

AT TWO KING PRICES THAT WILL GIVE YOU A PLEASANT SHOCK.

We'll send sample box of each by mail if you say so—or make sure our salesmen place a trial order!

THE KING SUSPENDER COMPANY

TORONTO - - CANADA

The Businessman's Mind

BANKERS are supposed to have a particular character of mind; Lawyers and Doctors likewise; Teachers also. These minds have both narrowness and breadth. They see widely and deeply in their own realms, and narrowly and sometimes shallowly in regard to matters outside their particular worlds. At least, this is the common supposition.

THE Businessman — What should be the character of this mind? — What is the mind of the Manufacturer, the Wholesaler, the Retailer? Certainly the Businessman's mind should be broad. It should be something of the Banker's, something of the Financier's, something of the Statesman's. The Businessman should see broadly. The horizon of interest and of inquiry for him should be a far one.

The happy thing about it is that the business man—manufacturer, jobber, retailer—can have the far outlook—this by the reading each week of a newspaper with a far outlook—

The Financial Post
OF CANADA

This is a business man's paper—it is a paper for bankers, for investors, for trustees, for financial men. But it is also a newspaper for **merchants,** very much so.

Merchants need to know markets and market tendencies and market factors. They need to know conditions, local and remote. They need information to buy right and to sell safely.

And the knowledge they need they can have for the insignificant sum of $3 annually.

THE FINANCIAL POST is a most readable paper—positively enjoyable to the layman reader. It makes any man broader minded, and every business man a better business man. Growth in bigness at $3.00 a year!

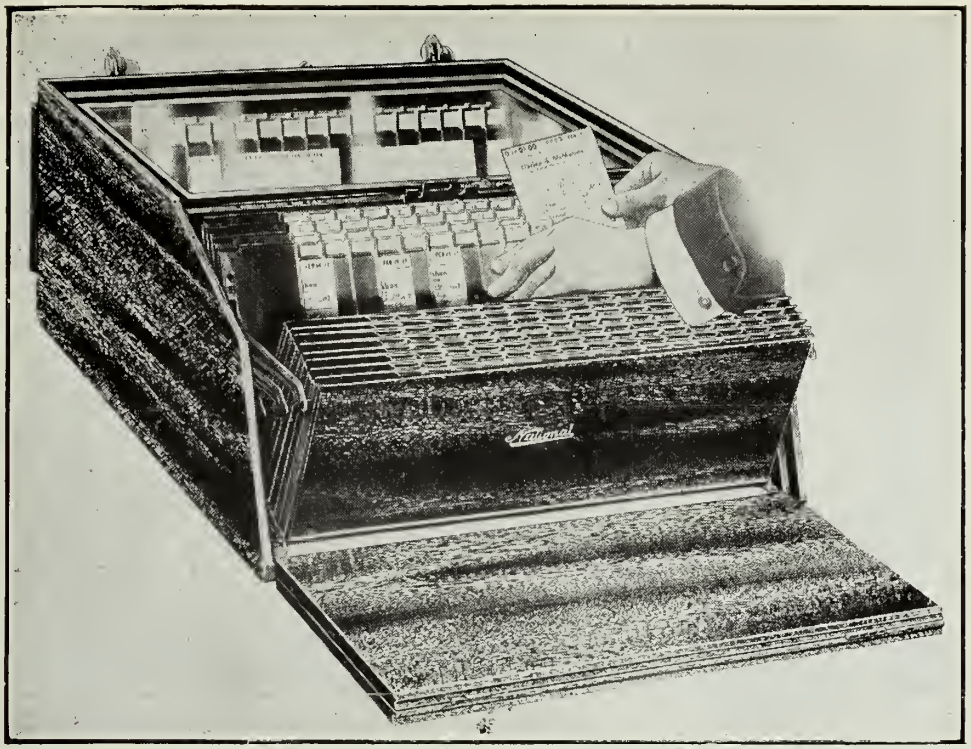
Send for free sample copy to the Publishers, or sign and mail attached coupon.

THE FINANCIAL POST OF CANADA 1917
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit $3.00 to pay for my subscription on receipt of bill.

Name.....

Address .....



NATIONAL CREDIT FILE

—*An Accepted Success*

Already a large number of National Credit Files have been sold. We are daily receiving letters of endorsement. We are convinced our new File is the best system devised for keeping charge accounts. The following are a few of the outstanding features:

(1) Permits quick balancing of charge and received on account slips.

(2) Provides a safe place for petty charge slips.

(3) Proprietor has personal control over all charge accounts.

(4) Removes temptation.

(5) Compact fire-resisting, enamel-finish cabinet. No chance of losing charge slips as they are locked as securely as in a safe

The National Credit Files are made in different size units to fit any business whether the accounts number fifty or five thousand.

It is of the utmost importance for every merchant who does a credit business to investigate this new File.

Write us to-day and we will see that a demonstration is given you by one of our representatives.

The National Cash Register Company of Canada
LIMITED
CHRISTIE STREET
TORONTO

COUPON

NATIONAL CASH REGISTER COMPANY OF CANADA, LIMITED.

Please send me further information concerning your new Credit File. This request places me under no obligation.

Name .....

Address .....

Business .....

No. Charge Accounts .....

If any advertisement interests you, tear it out now and place with letters to be answered.

SYCURA

the Ideal Flannel for Men's Wear

This cloth is a delightfully soft finish, and produced in 40 attractive designs. Sycura is specially suitable for Gents' Shirts, Nightshirts and Pyjamas, as it will not shrink, and the colours guaranteed fast. All Gents' Outfitters should stock this tested flannel with a reputation of a quarter of a century.

Pattern range and feelers are sent free of charge.

SOLE PROPRIETORS:

The Lanura Co., Ltd., Leeds, Eng.

AGENT FOR CANADA:

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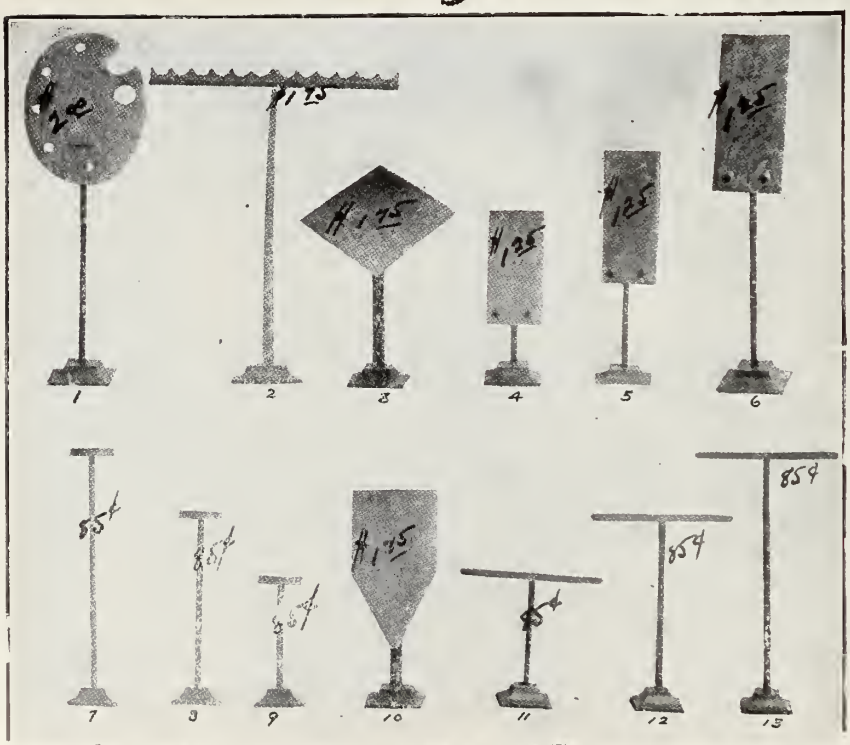

Taylor Wood Display Fixtures

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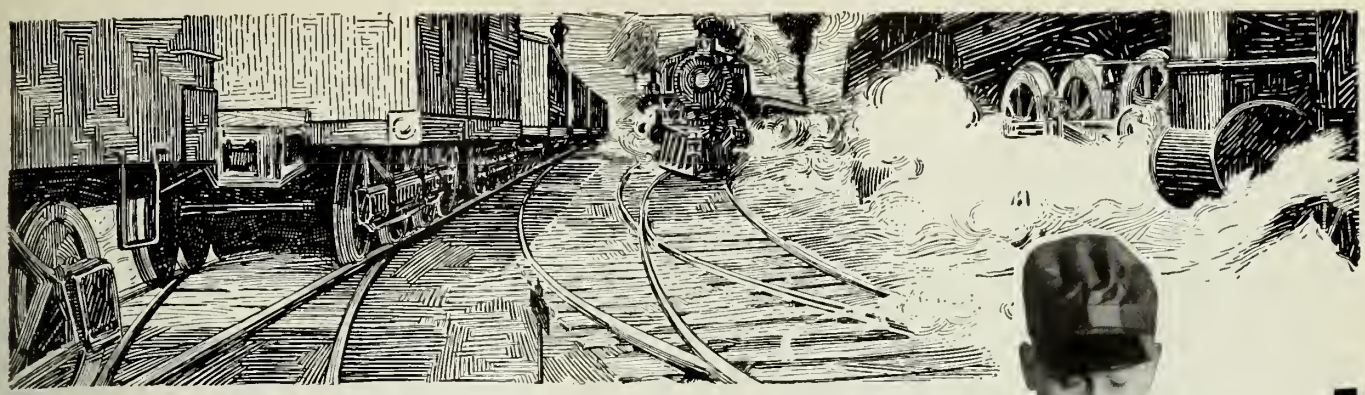
Every fixture is finished in new Fumed Oak. Ready for *Immediate Delivery.* We make special finishes to order.

It will pay you to get in touch with our values and prepare for bigger Spring and Summer Selling.

The Taylor Mfg. Co. Hamilton Ontario



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standard for over 75 years

which since the first railroads
has been the "best seller" for

OVERALLS, JUMPERS AND UNIFORMS

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Miss Stifel Indigo

the new kid glove finish cloth for

WOMEN'S OVERALLS AND WORK CLOTHES

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Toronto.....14 Manchester Bldg.
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Montreal...Room 508 Read Bldg.
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J

The New Way System

Now being adopted by all modern stores.

Interchangeable Units for Furnishings, Revolving Wardrobes for Clothing, Hats and Furs.

The only efficient and economical system of Store Fixtures that will absolutely reduce overhead and increase sales.

One of our representatives is in your neighborhood. Let him explain the system. A post card will bring him.

See description of Canada's latest New Way Store in this issue.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
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Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7 TORONTO, AUGUST, 1917 No. 8

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

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C. W. Byers, *Western Representative.* R. L. Netherby, *Ontario Representative.*

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CANADA—Montreal, 128 Bleury St., Southam Bldg., Telephone Main 1004. Toronto, 143-149 University Avenue, Telephone Main 7324; Winnipeg, 1207 Union Trust Building, Telephone Main 3449.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States, $2.50 a year; Other Countries, $3.00 a year; Single Copies, 10 cents. Invariably in advance.

Wait for the Christy Man

See the stylish, customer-winning models in Christy Soft Hats and "Stiffs" that our travellers are carrying to you this month.

We do not need to enlarge upon the merits of the Christy line. You know them. Your trade knows them. They are known wherever hats are worn.

"If it's new we have it!"

See list of our representatives herewith. Then postcard us for an appointment, also ask for quotations on MILITARY headwear. We maintain our own factory on the premises.

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HERBERT GARRETT — Central Western Ontario.
WILLIAM BEWLEY—Northern Ontario.
HARRY BASTEDO—Western Provinces and British Columbia.
HAROLD CROUCH—Eastern Ontario.
I. I. BOND—Maritime Provinces.
FRED STANLEY—Territory Adjoining Toronto.

Ansley Dineen Hat and Fur Company, Limited

52 Wellington St. W., Toronto

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VII. TORONTO, AUGUST, 1917 NO. 8

FEATURES OF DOWLER BROS. NEW WINDSOR STORE

The Very Latest in Fixtures, Giving Maximum Display and Enabling Quickest Service—Effective Unit Display and Show Case Arrangement —Boys' Department.

WITH even greater facilities for the attraction and handling of trade, the R. H. & J. Dowler store at Windsor, Ont., has been opened, and truly proves a worthy addition to the Dowler line of stores, others of which are located in London and St. Thomas. Typical of all that is modern in store construction and furnishing, the opening of this store is an event of particular interest, indicating as it does the development of the men's wear trade from that

The clothing fixtures have already proved their worth. In one house, when a clerk was left alone, he sold six suits. Quick handling must indeed have been possible.

standpoint. For this reason alone, a visit to the new Dowler store would be amply justified and worth while, but for the benefit of those who cannot avail themselves of such an opportunity, we will herewith offer a description of the store along with some illustrations.

The outstanding features of the Dowler store are, firstly, the combination of ready-made clothing and furnishings. Secondly, the fact that the store caters to the boy, for whom a special section, more or less secluded, has been reserved. And lastly, the completeness of the fittings and appointments, including try-on rooms, toilets and ladies' room.

With such equipment as has been placed in the Dowler store, display reaches its maximum effectiveness, and one glance at unit displays effectively arranged on cases showing furnishings behind glass, is sufficient indication of the latest accomplishments in this line. Everywhere the eye touches, the element of display is the prominent feature, and almost equally noticeable is the fact that with few exceptions the furnishings are behind glass and not exposed to dust, thereby making an attractive combination of protection and display.

Such equipment, indicative of orderly arrangement with a separation of departments and a maximum of display value, promotes sales through the accompanying ease in handling stock, and thereby brings best results in merchandizing.

Store Front Embodies Good Display

Commencing with the front of the Dowler store, the first impression of the embodiment of the most modern display methods is the construction of the store front. The entrance is very deep, being double the depth of the old store which Dowler Bros. took over. The windows are 15 feet deep, while the width of the whole front is 26 ft. 6 in., and the depth of the store 80 feet.

Two Hat Cabinets

To the left, on entering the store, are two glass-covered new-way cabinets, with nickel-plated brackets for displaying hats. One of these cabinets is used for stiff and the other for soft hats, or any other combination desired, there being a separate bracket for each hat.

Men's Suits

Next in order down the left of the store are four units for the display of men's suits, fitted with interior double racks revolving and adjustable. A section containing a handsome triplicate mirror is located between the third and fourth cabinets and two dressing rooms are placed behind the mirror.

Following on down are three more similar glass cabinets fitted with single racks, for the display of men's overcoats.

Furnishings Display Good Taste

Above these cabinet units of men's clothing and hats, a handsomely panelled wall can be seen, which, in combination with a panelled ceiling and curtain furnishings with the name "Dowler" worked in, add a touch of distinction to the indoor appearance of the store.

A toilet is located in the rear of the store in the left hand corner, and right across the back of the store is located part of the boys' section, consisting of clothing cabinets with revolving racks similar to the men's clothing cabinets. Rather a novel arrangement is the construction of an overhead office above the fixtures in the back of the store. The railing of this office is used as a display unit, making a fine impression from the store floor. Under this balcony are located boys' washables in sizes from 21 to 29.

Boys' Department

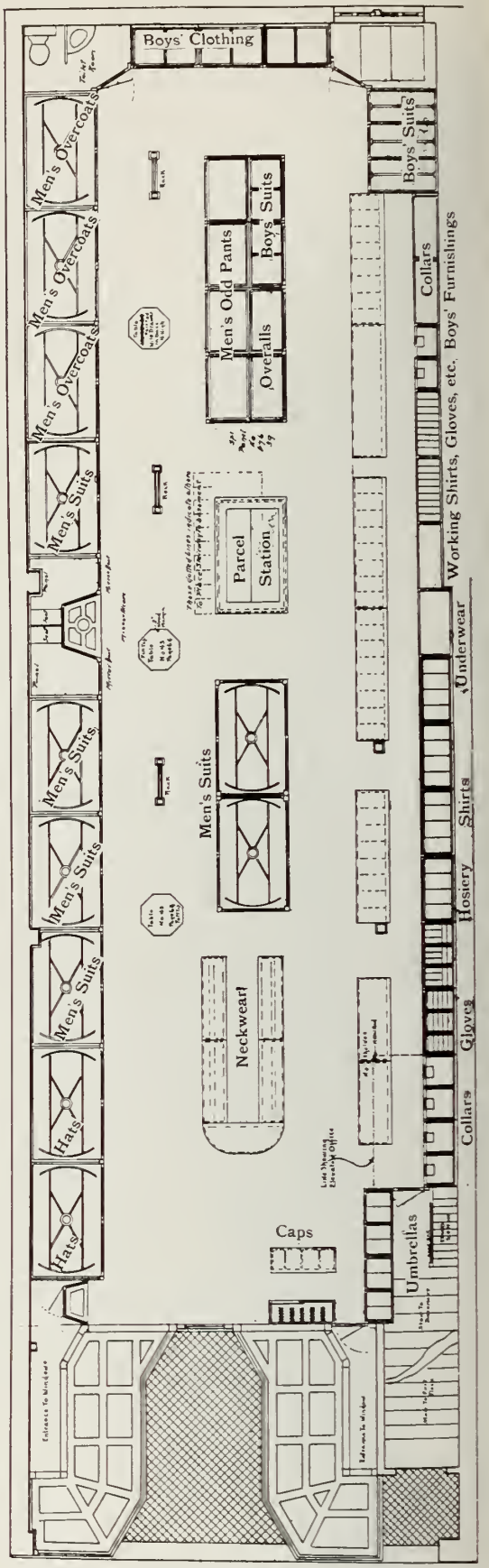
In the corner on the right hand side is a secluded spot for boys to try on clothing, and the first unit on the right hand side coming up the store is a unit for boys' suits with similar equipment to the cabinets across the back of the store.

A series of glass-topped cases fitted with shelves and drawers are placed before the wall display cabinets, and in order are units of boys' furnishings, consisting of collars, gloves, shirts, etc. The keeping of boys' collars in the boys' section is worthy of note.

Next in line are men's furnishings, comprising underwear, work shirts and working goods, fine shirts, hosiery, gloves and collars. All the show cases are glass-topped, and in most cases are fitted with two or three glass shelves. For the shirts there are 12, 23 or 30 wire guards, as the length justifies, each enclosing one size or price of shirt and enabling the whole pile to be lifted up to the top of the case very readily to show the different patterns. A similar plan is adopted in the cap cases located on the right when entering the store, consisting of draw-out sections separated by wire guards. A suitable umbrella fixture is also located to the right just in the rear of the hat cabinet.

Display in Wall Units

The various wall units, displaying the lines previously enumerated, and located along the right hand wall extending from the boys' department to the store front, all combine the best elements of display and protection, for each particular line is displayed behind glass. Shirts are arranged in glass-fronted



Ground floor plan gives general idea of departments. The Toilet room is an innovation which has unquestionably proved worth while. Visitors from out of town appreciate the convenience offered.

The fine front of Dowler Bros.' new Windsor store gives scope for splendid trims—Note how the very back of the store shows through the doorway, so good is the lighting.

The trims in the show cases as well as the splendid fixtures are deserving of attention.

A Summery Appeal

A NICE *Shirt and Tie Trim, with just enough other accessories to give variety. The use of Shirtings in the piece is very good—especially the draping at one side. The price cards, too, are attractive—not too large, yet telling the story, making the appeal. Variations of such a trim could be used to advantage in many stores, whether in large city or small town.*

Here too the splendid use made of the splendid fixtures is deserving of attention The unit trims in the wall cabinets and show cases do their part toward creating the desire to buy. The display case, acting as railing for the office, situated over the cabinets at the back, is to be seen—though dimly—in this illustration.

cabinets as well as on shelves in the show case; gloves are arranged in little glass compartments where they can be readily seen. Next follows underwear in pull-out trays, and hosiery. Collars follow, and to each style is devoted a separate and illuminated compartment in show cabinets in various sections.

When used throughout, the display of the various lines behind glass in the manner described is a wonderfully attractive feature, to say nothing of the protection to stock.

On the top of the cabinet units all the way around the store are arranged unit trims of the lines displayed in the cabinets beneath, and the show case displays are also a strong feature.

Neckwear Show Case in Centre

In the centre aisle there is located a unit for neckwear, consisting of a wide case with double oval ends, 5 feet wide, and two square show cases at each end at right angles. The show cases have glass tops, adjustable plate glass shelves, and are lined with dark green felt. This unit is used for the display of neckwear both inside the cases and on the cases, which are fitted with drawers. The oval cases give a much more inviting appearance than would the abrupt square cases, to the customer entering the store.

Behind this is another unit for men's suits consisting of two cabinets fitted with revolving holders and plate glass tops. Each cabinet is designed to hold two hundred men's suits.

Further back on the side towards the boys' furnishings are located two sections for boys' suits, fitted with revolving racks. Opposite the working goods section are two sections for overalls and working outfits, while the other half of the unit consists of four sections devoted to men's odd pants which faces the three overcoat cabinets previously mentioned. For handling these lines there are trays that pull out, while the doors disappear.

Throughout the store the woodwork is of quarter-cut oak in a fumed finish, and makes an artistic combination with the similarly finished display cases of the "new-way" type, and the panelled walls and ceilings. This arrangement, combined with many minor furnishings for the shopping comfort of the customer, is a big factor in attracting and handling trade. The store front with its art glass transom, is similar to the fine Fisher store in Ottawa.

Some new fixtures are being installed in Grafton & Company's London store.

MATCHES AND MEN'S WEAR

Simple Idea With a Good Deal of Knowledge of Human Nature About It Advertises Montreal Store

MOST men need a match now and then, though few men will admit that their match can be found easily. Rod Sangster, Jr., St. James Street, Montreal, who does a high class business on that financial street of the historic city, makes many a friend for his store by the simple expedient of having a box of safety matches to hand out to customers. The match box bears his name, and address, and the name of an exclusive brand of men's wear which he features. As many men do not care to carry around matches bearing the brand of a liquor house, and the name of Rod Sangster's men's wear store is much more attractive to their wives, the little advertising "stunt" does the work well.

OPEN TORONTO WAREHOUSE

The Kitchener Overall and Shirt Company, of Brantford, have opened a show room and warehouse at 279 College St., Toronto, under the management of T. H. Gosman. Full stock is to be kept here for the convenience of customers from Toronto and vicinity.

This close up view of the hat cabinets gives a clear idea of how the stock is kept.—The stock, by the way, was getting low when the photo was taken.

HIGH CLASS TRADE FROM FARMERS

F. W. Millard, of Belleville, Ont., Has Developed High Grade Trade Among Farming Element by Encouraging Up-to-date Dressing—Farm Trade is Backbone of Business in City Which Lacks Soldiers and Munition Industries.

IN each particular section of the community, retail trade has a certain class upon which to depend principally for its support. In Eastern Ontario, there are a number of combinations of such classes, chiefly comprising those whose demands are based on war conditions. Each town, with few exceptions, has its quota of soldiers, and still others have been fortunate enough to have munition industries extensively established. Both of the foregoing channels of trade are good to the Men's Wear dealers, and have been a needed support for the trade in the uncertain times of war.

The city of Belleville, however, well situated on the shores of the Bay of Quinte, is in a somewhat unique position which had to be solved at the outset by Men's Wear dealers of the city. Lacking the necessary conditions for attracting those interested in the munitions industry, and not being so fortunate as to be selected as a concentration point for soldiers, the business life of the city was forced to forego the accompanying trade boost and had to look to other channels which would lend themselves to development.

Developing a Prospect

Such a proposition offered many obstacles, but F. W. Millard, owner of a men's furnishing store in Belleville which, in point of attractiveness and modern equipment, is the equal of any for its size, was quick to realize the possibilities underlying the type of trade which was uppermost in the city, and has since successfully developed it to a highly remunerative point by means of advertising and the effective display of the lines most in demand, to say nothing of his own taking manner as a salesman.

The class of trade which has been referred to as the standard, and the backbone of the business of the city, is that of the farming community, for Belleville is situated in the heart of a very fertile district particularly adapted for farming purposes. In most farming districts it is noteworthy that the trade, insofar as men's furnishings are concerned, is not of a consistently high grade nature, but it must be remembered that the Belleville district is the scene of some of the oldest settlements in the province and as such, contains in great majority old established families who have farmed in the district for generations. These families represent a much higher class of trade than the usual farming element, and this fact is apparent in the Millard store, as will be seen by a glance at the stock displayed in the accompanying illustration.

Farming Trade Supplants Soldiers Gone to War

Belleville has been pretty well stripped of its young manhood, and it is estimated that in the neighborhood of one thousand of them have enlisted. This number may not seem large in comparison with the armies being raised, but it makes a big hole in the population of a small city like Belleville. Such conditions might well have upset calculations in the Men's Wear and other trades, but again the farming element came to the fore as a stabilizer and has kept things at nor-

mal. The farming communities have responded to the call to the colors, but not in such proportion, owing to the fact that in view of the necessity of their work of food production they have not been urged to enlist. For this reason trade from this class have been little affected from that standpoint.

Standard Lines Most Popular

The demands of the farming element for furnishings has always been for goods of standard character, and the statement of Mr. Millard that recently this class of trade has been taking on a slightly different tone, is very significant. There is reported to be a growing tendency of late for this farming trade to adopt the latest designs and ideas, in respect to dress, though there is still no place for the "fussy" goods which really are restricted to a few scattered dealers in the larger centres.

Big Night on Saturday

Saturday night is the big night in the Millard store, for that is the off night for the great army of young fellows from the farms of the surrounding district, who swarm into the city in large numbers. By advertising and other means, men's wear dealers have been able to introduce newer modes of dressing to these young fellows who have caught on enthusiastically and now vie with each other in the matter of up-to-date attire.

Transient and Summer Trade

Apart from the foregoing features of the more or less regular demand which marks the trade year in and year out, the Millard store also gets considerable Summer trade from transient automobile tourists and also from Summer visitors to the resorts in the vicinity of the city. Such trade, however, is restricted principally to shirts, soft collars, ties, caps, and special sporting and outing lines. With the standard trade, Mr. Millard also has a good sale for heavy working outfits, such as shirts, collars, ties and socks. These latter four constitute perhaps the most active branch of the business, and are often devoted exclusively to window display. Constant rearrangements of these lines are made, and one effective arrangement is also reproduced herewith.

When the Price of All Merchandise is Going Up Here's the Opportunity of a Life-time.

Stock Reducing Sale

MILLARD'S

PRACTICE ECONOMY---READ EVERY ITEM

Cashmere Hose Regular 50c. 2 pairs for **75c**	**Combination Underwear** Regular Price $1.50—Sale Price **$1.19**
Work Shirts Regular 60c for 54c Regular 75c for 63c Regular 85c for 69c	**Ties** Regular $1.00—Sale Price **69c**
Silk Lisle Hose Sale Price—3 pairs for **$1.00**	**Balbriggan Underwear** Reg. 75c Garment—Sale Price **57c**
Ties Regular 50c for 39c Regular 75c for 59c	**Underwear** Balbriggan Combinations. Reg. $1.25 Sale Price **98c**
Shirts All Regular $2—Sale Price **$1.49**	**Shirts** All Regular $1.25—Sale Price **98c**
Hats All Hats to $3.00 **Less 20 p. c.**	**Pyjamas** A Set of Traveller's Samples less 20 PER CENT. A SNAP!
Big Reductions in Men's **Working Pants and Khaki Pants**	**Belts** Regular 75c—Sale Price **68c**
Silk Shirts Regular $3.50 for $2.98 Regular $2.50 for $1.98	**White Pleated Shirts** Stiff Cuffs. Reg $1.50. Sale Price **98c**
Straw Hats ALL STRAW HATS at **Reduced Prices**	**Hose** Regular 25c Hose, 5 prs. for **$1.00**

"STOCK UP" NOW

It's Your Greatest Opportunity.

20 Per Cent. OFF all Men's Suits

These values in Men's Smart New Clothing and and Haberdashery tell the story. Come early for your share. Terms of sale cash. No approbation.

F. W. Millard 236 Front St.

One of the advertisements which Mr. Millard runs regularly—usually about Wednesday or Thursday in order to reach the farmers before they come in Saturday.

In order to obtain the best possible results from such trade, Mr. Millard pays strict attention to his advertising, and features extensively the lines which are the best sellers. His advertisements generally take the form of special sale announcements at reduced prices, and are printed in the local papers a day or so prior to the Saturday sale, which proves a big boost to the week's business. One of these recent ads taking up about one-half page in the Belleville newspaper, featured a "Stock Reducing Sale," with accompanying reductions of about twenty per cent. on the prices of the majority of articles. An effective introduction, carrying a timely appeal in view of the urgings for war-time thrift, was contained in the statement, "When the price of all merchandise is going up, here's an opportunity of a lifetime—Practice Economy!" Following in effective arrangement were comparative prices of general lines ranging from heavy working shirts and underwear to the expensive silk shirts, hose and light underwear, and following the enumeration of these attractive price values, the ad. closed with the remainder that "Stock is up now," and that the twenty per cent. reductions as quoted presented "the greatest opportunity."

ANOTHER OLD FIRM

THE business which is known to-day as W. R. Johnston & Co., Limited, was founded in 1868. It was originally a partnership operating under the name of Livingstone & Johnston, the partners being the late W. R. Johnston and L. M. Livingstone.

The business was continued under partnership for some years, when Mr. Livingstone subsequently retired. In the nineties the present company was incorporated under Ontario Charter, with the late W. R. Johnston as President, Mr. J. C. Black, Vice-President, Mr. Herbert Langois, Treasurer, and Mr. W. R. Johnston, Jr., and Mr. Alfred Johnston Directors. In October 1912, Mr. W. R. Johnston died, and was succeeded in the Presidency by his son, Mr. W. R. Johnston, Jr., who is at the present time President of the Company, Mr. Alfred Johnston becoming vice-president.

At the present time, the officials are as above, with Thos. W. Learie, as Secretary.

In the earlier days of the business, manufacturing was confined to the very rough lines in men's work pants, mackinaw coats, reefers, etc., but with the development of Canada since Confederation, other lines were added until to-day this Company produces a full range of men's, youths' and childrens' high-class clothing.

Interior view of the F. W. Millard store at Belleville, Ont., showing the effective arrangements and display methods for catching trade which is chiefly restricted to the farming element. Mr. Millard is the gentleman in the light suit.

A few weeks and this busy scene will be re-enacted at the National Exhibition. Many Men's Wear men are expected to attend.

An effectively trimmed window of shirts, collars, ties and hosiery lines in which the F. W. Millard Store of Belleville specializes.

ON OFFERING PREMIUMS

"Under what circumstances can I offer premiums, and keep within the law?"
De Villers Sales Company,
Maisonneuve, Que.

This is a question that is often asked.

When checks or premium tickets are issued they must conform to the trading stamp act of Canada.
The Trading Stamp Act provides, that any trading stamp, cash receipt, or premium ticket, "WHICH DOES NOT SHOW UPON ITS FACE THE PLACE OF ITS DELIVERY;" *that is to say, that does not bear upon it the name and address of the merchant who gives it to the customer;*

"THE MERCHANTABLE VALUE THEREOF;" *that is, that there must appear upon the premium slip or receipt the exact amount that may actually be received for this particular receipt;*
"OR IS NOT REDEEMABLE AT ANY TIME;" *that is, that the value of each individual ticket or receipt, must be obtainable by the holder at any time that he may demand it; there can be no stipulation that they will be redeemed when a certain number have been collected; is a direct violation of the law.*

Any premium ticket, receipt, coupon or other device that does not live up to these provisions is a direct infringement of the Trading Stamp Act and as such provides a penalty:—

For the manufacturer, "One year imprisonment, and a fine not exceeding five hundred dollars."

For the merchant: "Six months imprisonment and a fine not exceeding two hundred dollars."
For the purchaser, "A fine not exceeding twenty dollars."

It would be advisable for any merchant who has any such scheme presented to him to bring it to the attention of his lawyer, or consult his trade paper before taking any action that may well cause him serious difficulty.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN

VOL. 7. AUGUST, 1917 No. 8

NOW for the National Exhibition. Men's wear dealers from out of town will be welcomed by all their friends whose business headquarters are in Toronto.

* * *

MR. O'CONNOR seems to feel that the profit in bacon, of late months, has been excessive. Despite high prices, Mr. O'Connor would find no reason for such a belief with regard to men's wear lines. This margin has narrowed, rather than widened.

PROFIT FOR ALL

HAVE you ever, friend reader, felt tired and dirty and unambitious at the end of a hard day?

Have you then—perhaps out of respect for your wife—had a good wash and a change from your underwear up?

Of course you have, and so of course you know how much better you felt—how the tiredness, or the exhaustion at least, left you and the ambition came back.

Great is the power of a bath, and clean, fresh, appropriate clothes.

Now, in every town, and every city there are men who would agree with the principal outlined above, yet who are careless in the extreme about their appearance. They wear shirts that are fraid—suits that are wrinkled and spotted, ties that don't knot properly. Carelessness, largely! It isn't that they can't afford better. The truth is they can't afford anything but better. They are heedlessly living beyond their means—getting into debt to their self respect by letting themselves run down at the heel—letting themselves feel shabby.

Every time a man realizes of a sudden that he is poorly dressed, and slinks 'round a corner in consequence to avoid some acquaintance, he is less of a man. Hence, to keep up the manhood the standard of dress must be kept up.

And here's where the men's wear dealers come in. A word, a suggestion as to a new delivery of shirts, will enable the tactful merchant to get these careless dressers to improve their wardrobe.

Much can be done by appealing—through advertising, perhaps—to the women. They will see the point—the value of a good appearance.

Assuredly, this work of bringing the careless to spruce up is worth while. It brings profit to all.

AN OPENING IN JAPAN

SAYS the United States Commerce Reports:—

"At least one in every four or five male Japanese is now wearing western clothing, according to a report just issued by the Bureau of Foreign and Domestic Commerce. This means from 4,000,000 to 6,000,000 persons, and the number is rapidly increasing. It is evident, therefore, that there is a large market for foreign-style clothes, wherever made—in Japan, England, Germany, or America. It is also evident that this market is rapidly increasing. At the time the war started at least two countries—Germany and England—were managing to supply Japan with a large amount of ready-to-wear clothing. They were doing this at prices generally much in excess of the Japanese-made products and selling them in the keenest competition with the Japanese articles, because of the superior quality of material or the workmanship, or both.

"According to the writer, Special Agent Stanhope Sams, the Japanese like to dress well and in as strict conformity as possible with the best prevailing fashions, whether in their native or in adopted foreign costume. They are not economical in the sense that they will wear old or inferior clothes. They wish always to make a neat or "natty" appearance, with good lines in their coats and trousers, and they especially like the former well cut and with a somewhat militray look. In no other country, says the report, will the young men or the business men of standing spend more in proportion to their income for the purpose of making a smart appearance.

"It has been said that the better class of American wearing apparel cannot be sold in Japan because of the low-priced labor available for Japanese makers of clothing, but once having adopted foreign dress the Japanese, true to his instinct for neatness and smartness, wishes to wear only the correct style, even if it costs more than the same clothing made by a native or Chinese tailor. This is shown by the fact that in most of the better-class tailoring shops a point is made of having the cutting at least done by an English or American tailor."

Just at present Canadian manufacturers will hardly be in a position to seek a share of this large, and evidently growing market. Later on, however, it may be cultivated, and its cultivation—or the cultivation of any export field—should be of value to the retailer, for thus will overhead be reduced, and the cost of production put on something more nearly approaching a pre-war footing.

SCHOOL OPENING MEANS BIG BUSINESS

A MONTH, and schools will be going in. Back from a summer on the farm the older boys will require replenishment of wardrobe on a larger scale than usual. The younger boys, having been called upon to do work about the house formerly done by

the older brother, will also have larger needs than of yore.

Equipment for school opening will indeed be unusually important this year.

Formerly the appeal, in advertising and letter, and to a good extent in window, has been to the mother. This year the boy will have his own money—the boy having been so generally earning during the summer. So the appeal will have to be to the boy as well as the mother. How this wider appeal may best be made will prove an interesting problem for dealers to solve.

One thing seems certain. The boys business this Fall should be the largest of any corresponding season for years.

REMEMBER THE MECHANIC

IN OUR issue of July, reference was made to Dr. Conwell's famous lecture, "Acres of Diamonds," the suggestion being made that perhaps some of us are failing to turn up the diamonds of trade which lie to hand.

A word or two more along this line will not be amiss, for certainly "the old order changeth" and it is necessary to dig for profits in other than the old sources.

Have we yet secured from business with workingmen the profit which is obtainable—which is ours for the asking, or more correctly, for the service rendered?

During the month MEN'S WEAR REVIEW has received reports from many parts of Canada. From some comes word of continued shell making activity. From others the talk is of farming—of boys from the town helping with the harvest now beginning. Other parts, again, send the report of great activity in shipbuilding plants.

And from all over, the word is not of a boom, but of steady activity which evidently is expected to endure. Even the plants working on shells are being counted on to continue after a readjustment.

Hence the working man, the mechanic and the day laborer, is busier than ever before—earning more than ever. If there be real gainers from this war he must be considered among the number. And his business is most valuable to the men's wear dealer of all who have greater earning power as a result of the present, upset, economic conditions. A millionaire shell maker may buy clothing more lavishly, but after all he totals only a few. But the working man, who now earns a fat daily wage, *is many*. His trade means much to the men's wear dealers. It is well worth going after—well worth planning for.

And in planning for this business one point which must be borne in mind is this—that quality means much to such workers.

"I want a better glove than that," said a shipbuilding workman to a dealer this last week.

"Why I'll have to charge $8.00 a pair for what you want," said the merchant. "You'll tell me you can't afford that, when I get the gloves."

"No," quietly replied the mechanic. "I'll tell you I can't afford not to pay it. Down at the works yesterday one of the boys lost a hand because of a poor glove. My hands are making me a big living. I've got to look after them—can't afford to take chances."

That's a fairly general feeling. Perhaps the workers in ship yards particularly feel the need of the best in working gloves. But *all* mechanics now want *reliable* working clothes. They're working hard and getting big money. They don't want to reduce their earnings, or increase the difficulty of securing the earnings by using inferior tools.

We have spoken of only one or two lines—the staples. But there is this to be remembered, that these staples, so-called working men's lines, not only give a handsome profit—if the right prices be asked—but they also pave the way for other sales. The mechanic enters the store for a pair of gloves which he will need *to-morrow*. He buys also a tie, a shirt, a collar, a suit of underwear, which he will wear on his hours off *to-night*. Perhaps he orders a suit.

The mechanic is the man who—taken as a class—has most largely increased his buying power. Get your share of his business by catering to his *business wants*. Don't overlook your other customers, but, remember the trade of the mechanic, and go after it. Profit, and a sound business in spite of war and Conscription, lies that way.

AFTER THE WAR, WHAT?

WHEN at last "the shouting and the tumult dies" what?

Some predict a slump—some more optimistic, perhaps too optimistic, predict something in the nature of a boon for Canada. Perhaps—as is so often the case—time will prove the truth—to be somewhere between the two extremes—a period of slight business depression followed by one of steady expansion.

To such speculations men's wear dealers naturally are devoting a good deal of thought. As an argument for the optimistic side of the debate, therefore, we would like to advance some recently uttered words of Mr. McAdoo, Secretary of the Treasury in Mr. Wilson's Cabinet.

"There never have been hard times," said Mr. McAdoo, "when demand was greater than supply."

It does seem sure that for years after the war demand will exceed supply. Canada will be one of the great sources of supply for the world's want. Hence—well we won't draw any conclusion except this, that Canada should be one of the world's favored nations after the war is over.

MUCH NEEDED NEW TARIFF REGULATIONS

Not More Than 25 Per Cent. to be Added to Market Value of Goods at Time of Purchase When Imported Within Nine Months—Regulation of Great Importance to Men's Wear Trade—Will It Be Retroactive?

CUSTOMS regulation that has just been issued recognized to a certain extent a contention made by Canadian importers about a year ago, when they protested to the department against paying duty on the price of goods based on the market value at the time of shipment. They then maintained and have maintained ever since, that they should pay duty on the "contract" price which may have been fixed six or eight months before. **The Customs Department has given in to the extent that not more than twenty-five per cent. shall be added to the purchase value to represent the advance in price in the meantime.**

The Regulation

"During the period of the war, until otherwise ordered, Customs duties on imported goods subject to an ad valorem rate may be accepted by Collectors of Customs in Canada at the fair market value of the goods at the time of purchase in the country whence exported directly to Canada, with an addition to such value of not more than twenty-five per centum when imported within nine months from the date on which such goods have been contracted for or ordered to be shipped to Canada, notwithstanding any greater advance in the value of the goods prior to their exportation to Canada.

Rudolphe Boudreau,
Clerk of the Privy Council."

The argument of the importers last year when the rule that duty must be paid on the value "at the time of shipmen" began to be enforced strictly for the first time, was that this was an injustice to them. For instance the wholesalers or manufacturers bought goods at a certain contract price, say in April, and allowing for duty on this purchase price, at once turned and disposed of these goods to the retailer. In July or August or later when the goods were being shipped they were charged a duty say of 42½ per cent. on an increased valuation since the goods were bought. If this amounted to 50 per cent. the extra duty would be 21¼ per cent., which would wipe out the margin of profit, and more. On a 25 per cent. increase the extra duty would add 10½ per cent. to the cost of the goods, for 20 per cent. it would be 8 per cent. more, and so on. The Department at last consents to a maximum increase of 25 per cent. over the purchase price when goods are imported within 9 months.

War conditions are of course the occasion of the regulation being noticed at all. In normal times the two columns, one for the purchase price and the other for the "market" price at time of shipment, were invariably the same, and the average importer duplicated the figures without a thought of their significance.

Win When Market Drops

The Customs authorities state that when the market is on the downgrade the importer will be paying only at the lower price when the goods are being shipped not at the higher purchase price. "Maybeso," the importer remarks, "but that time is still afar off."

This question is one of the greatest importance to men's wear dealers and manufacturers of men's wear lines. It is doubtful if any trade has suffered more as a result of the regulation which is now—happily—modified.

NOT RETROACTIVE

Inquiry brings the definite information—just as we go to press—that this regulation is not retro active. Doubtless the Government hesitates to face the problem of returning the sums which would have to be handed back under such conditions.

Instance after instance of the hardship in this Customs regulation brought has been cited in MEN'S WEAR REVIEW.

Let us quote from our July issue:

What Makes Prices High — One Factor

To the man in the street the tax on materials coming from the States into Canada is perhaps 35% plus 7½% war tax. But it doesn't look that way to the skirt manufacturer not in view of the way the tax is imposed. It doesn't look that way either to manufacturers of many other lines, nor to dealers who retail these lines.

Just take a case in point.

One shirting man purchased a certain class of cotton in New York at 7¼. He estimated what the material laid down would cost. Sent out samples and sold out the line. But when the shirting was delivered the price in New York had advanced to 14c, and it was on that price the 42½% had to be paid.

What then was the duty on the purchase price? More like 80% than 42½%.

In this case—a little extreme, perhaps, but not the only one which could be quoted—the additional duty over what the manufacturer had figured, amounted to over $1.00 in a dozen shirts.

Problem: Find the profit on thse shirts, for the manufacturer sold them at the prices at which he had accepted orders.

The Government's aim in thus arbitrarily determining duty shall be paid not on the invoice price, but at the price holding for goods in the country of origin, at the time they reach Canada, is doubtless to prevent any cheating. Yet isn't it resulting in a cheating of the people as a whole as regards the duty they are paying—for of course contracts in advance to insure a favorable buy are a regular feature of trade.

While MEN'S WEAR REVIEW believes that the Government might well make a still further revision in the customs regulation—which undoubtedly was intended to safeguard against "dumping" and which as a result of the war became a means whereby the customs duty charged on many men's wear lines, especially raw materials for the cutters-up, was made vastly more than the tariff stated—yet MEN'S WEAR REVIEW feels keen pleasure in making more widely known this recent regulation. It is a move—quite a substantial move—in the right direction.

Will It Be Retroactive?

The great question now is, will this regulation be retroactive? Will any duty paid on goods delivered within nine months of date or order, and paid on more than a 25% advance over the invoice price be returned? If so, the regulation would mean thousands of dollars to many firms—overall manufacturers, shirt manufacturers, wholesalers. It would mean also an ability on the part of these manufacturers to hold prices a little steadier. Indeed, without the retroactive feature, the new regulation will assuredly steady the market. Manufacturers will not face the fear of being called upon to pay the high duty on a much higher price than they had expected. They can estimate on a 25% advance—or an additional 10½% duty—as the outside figure.

WOOL DYES PERFECTED

E. Leeds Nelson, manager of the English company of Semi-ready (Bradford), Limited, and head of the purchasing organization for Semi-ready tailoring, is in Canada on business. Mr. Nelson states that even yet English manufacturers will not guarantee the new dyes but that in recent months no difficulty had been experienced in this respect. He forecasts the time when the British alizarin dyes will be the most dependable in the world. In regard to the high prices of woolens, Mr. Nelson states that when he first went to England the finest grades of Botany wools were sold at 43 cents a pound. In 1915 the price went to 86 cents per pound, and by the end of 1916 it was $1.35 per pound, or just three times the price paid in normal times.

SUMMER CLOTHING AGENCY

The Campbell Mfg. Co., Limited have been appointed exclusive selling agents for Cohen, Goldman & Co., of New York, who are extensive manufacturers of Palm Beach and cool crash suits, sport coats, golf suits, outing trousers, etc.

The demand for this class of goods for Summer wear is increasing and it is interesting to know it can be obtained at close range.

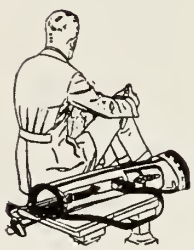
For Sizzling Days

The cool weather of early Summer doubtless caused a falling off in early sales of Summer underwear—all the more reason, therefore, for playing the line up strongly in the "dog-days."

A trim like the one herewith reproduced will accomplish great things in drawing sales. Such a trim catches the eye—makes the man who has "made last year's suits do" realize that they will do no longer.

CLOTHING ECONOMY TALKED OF IN NEW YORK

Taking the Starch Out of Shirts Suggested There, Too—The Very Idea "Takes the Starch Out" of Our Correspondent. He fears a Return to Adam's Form of Apparel—Still, we Have Our Doubts.



NEW York, my friends, is still sweltering in its torrid burst of patriotism, nothing much has changed, except that the announcement that some of Pershing's boys were actually in France and getting uncomfortably near to German bullets has robbed this feeling of a trifle of its wonted Fourth of July spirit.

The good old movies are feeding us up on a diet of American heroism that we would be threatened with patriotic over-feeding were it not for the efforts of the dismal chappies like our old friend Herbert Hoover, who sits around in Washington grudging every little morsel that one nibbles.

These conservation chaps are glooming around almost every corner now. Their cheerless chatter has gone beneath the not too sensitive epidemic of even the managers of some of our popular hostelries, and they are suggesting that we don't eat two slices of bread when one would still the pangs just as effectively. Now, that does not matter to us particularly, because when the Gothamite has a pang, he doesn't hunt for a loaf of bread to still it. It's a long, long stretch of years since such simple methods were considered the thing on "The Avenue."

Well, the things that we eat in that fourth meal that Friend Herbert is so fond of drolling about, wouldn't help the Allies much. We can probably help the most by consuming them ourselves. We're used to it, and our constitutions react more quickly from the shock.

But I was going on to say, when I became arrested by the interesting vistas of this question of food, that it is when these conservation boys get agitating on the question of clothes that they really bring themselves under our fevered gaze. When they have concluded outlining the things that we must not wear we aren't going to be in a much better position than was poor old Adam in the off year for fig leaves. We'll just have to take our rosyselves out to mingle with the atmosphere, in the same innocent garb we wore when we harkened to our first medical attendant announce "It's a boy."

Across the water they are fairly buzzing with this idea of substituting something for everything we were accustomed to wear, and we seem to be in a fair way to follow their example.

DARK DAYS FOR THE SPINDLE-SHANKED

Over there, they are agitating the elimination of the trousers. No, no, my friend, you misunderstand me, even were this ruling to become effective here you would not be compelled to spend your future years recumbent on your Ostermoor. Knee breeches are to be allowed. Solace is here for all save the lean and hungry man. Encased in trousers that shrouded the nudity of his bones he might yet make a fair appearance, but condemned to knickers, you leave him to the open and uproarious scorn of the juvenile male, who wots not what his future case may be, and to the undisguised mirth of the flapper. You may recall that frequent attempts have been made of late to re-introduce the satin breeches and silk stockings for formal evening wear. Unfortunately, those who could afford this garb hadn't the necessary calves, and those who had seemly calves, hadn't the necessary pelf, so there was another agitation gone to wreck on the question of calves.

FOOD IN THE SHINY BOSOMED SHIRT

While this is perhaps the saddest it is not the only chapter in this gloomy recital of conservation woes. Some one or other of these dolorous chaps had a bright inspiration that starch is food, and there they were off to a grand start, urging the women's clubs all over the country, to take the starch out of the shirts and feed the country, or words to that effect.

That makes it look as though in our next season's fussy functions we will be appearing in as starchless a barg as the much despised tango johnies. Cheer up though, friends, these doleful prognostications are for the dismal future, while we still have the colorful to-day. Let us therefore shut off this diapason stop, and pull out all the fluty things and get along to a more cheerful tune.

That is, of course, if you would call week-ends cheerful. There are some people who look forward to them, in the same way that a fliver hankers

WHAT IS BEING WORN AT THE "WEEK ENDS"

Shantung Silk Suit Very Much "Jake"—Should be Worn With Silk Shirt, Tan Shoes and Half Hose, and Panama Hat in Boater Style—Grey Coat With White Ducks or Flannels Also the Thing.

for gasoline. They won't go through the week, unless there is hope of a week-end outing to gild the Saturdays. There are others who bear them with a lacrymose stoicism, as part of the penalty for Adam's fall from virtue in the matter of the apple.

THE WEEK-END HABIT AND CLOTHES

The reason we are introducing this debatable subject at this time is that these gatherings, whatever their joys or sorrows, are productive of much in the way of novel clothes. That's what week-ends mean to a lot of blooded folk boredom, and clothes, but the fact that they go, shows that the clothes are the crowning passion.

You will note that most of the clothes that come within this week-end class, or for that matter, in the Summer holiday class, are of the genus known as skeleton. There is an interesting point here for the critical chaps. Why should they be called skeleton models, when the very essence of their being is that they haven't a skeleton, but only an exterior. We'll skip lightly over that weighty thought, leaving it to the bulgy-browed fellows to submit an answer later, and draw your attention to some novel ideas that attach themselves to this class of clothes.

There is a suit, for instance, made of shantung silk. It is of a natural color and is as guileless of a lining as a pair of bathing trunks. Nevertheless it is quite the thing. And the people who care a lot about just what you can and can't wear on certain specified times and occasions state that it may with propriety, and I'm sure none of us would consider otherwise, may with propriety, I repeat, be worn either in town or amid the easier formalities of the country place. With this creation the very most proper combination is a silk shirt with white collars and cuffs, the collar being of coarse butcher's linen, the shoes and socks brown, and the hat of Panama, but made in the boater style.

Or here is another variety of lounge suit. A jacket of soft grey flannel of single-breasted style with lapels cut rather deep. It is of course worn with white flannel trousers. They are wearing with this kind of garb, shoes of white buckskin trimmed with brown leather of either calf skin or Russia leather.

FOLLOWING THE FASHION SET BY JOHN

Then there is the knickerbocker suit. In the material for this they are harking back to the time of John the Baptist, and are making it of camel's hair. The early simplicity that was satisfied, if our painters paint truly, by a camel's skin drawn over one shoulder diagonally across the body, is of course lacking.

This example strays so far from the Palestine model that it has a belted coat with pockets running north and south and fastened by buttons, a bag variety of knickers accompanies this turnout for modesty's sake. If you note a dismal strain in the camel's hair, it is possible to substitute homespun without quite ruining the picturesque effect.

Should you be invited to one of those swagger week-end affairs, of course dress clothes will be part of the punishment. It is possible though to mitigate that punishment considerably by the use of an informal evening suit for Summertime that I noted the other day. The garb consists of coat and trousers only. You don't wear an objectionable vest with this get-up, because such was not the idea of the originator. That the lack of this item of clothing may not be too noticeable, the coat is made of a double-breasted design with two buttons. The lapels are cut long, so that a pronounced V is left. The lapels, collars and cuffs of this coat are faced with bright, black silk. The cloth is a tropical worsted of very light weight, and has lining only in the sleeves, and a little at the top. A very low collar of the turned down variety is to be worn with this suit with a bow of black silk or satin with its ends tucked under the collar.

With this particular form of evening wear the Panama is the correct thing.

The question of shirts is another item that is bound to cause deep cogi-

(Continued on page 52)

KNIT GOODS SITUATION FOR 1918

Manufacturers Now Forced Into Lower Class Lines by High Prices on Better Qualities—Limited Sale of Latter—Many 1917 Contracts Go Over to 1918—No Danger of Yarn Famine.

THE opening of prices and the bringing forward of samples for Spring and Summer of 1918, in underwear, hosiery and other knitted goods, brings us to the fourth season under which we shall be operating, under war conditions. There are several well defined points that are common to nearly every knit goods manufacturer at this time.

In the first place the prices of the manufactured articles due to the heavy advances in raw materials and the increases in wages, have advanced to such an extent that it is no longer possible to sell anything like the large quantities of the higher quality goods that was done before the war. Many of the factories turned out nothing else than high class goods and found a ready sale for them. Now that woolen goods have advanced 150 and even 200 per cent. over the prices that ruled before the war, and cotton goods are anywhere from 100 to 125 or 150 per cent. higher, there is a demand for only a small proportion of the better lines that used to be turned out. For instance, a line of cashmere hosiery, that used to sell for 50 cents, a good quality even at that, or 75 at most, cannot now be sold under $1.25. The mills have found and the retailer finds that the average woman will not pay that sum.

Takes 75c Line Rather Than $1.25

When it comes to that she says, "Haven't you anything at a lower price?"

The merchant says, "Yes, we have something here at 75 cents; we have even something here at 50 cents, the original price."

What are these lines? One may be a mixture of cotton and wool and certainly not cashmere, or it may be fairly heavy all cotton lines. Or instead of using the percentage wool for these goods perhaps there is a facing of wool and a backing of cotton, such as has been done in sweater coats for some time. The majority of women will take the 75-cent line before they will pay the $1.25. This is not saying that a number of women, particularly those who have the spending of a larger amount of money now probably, than they ever had before in their lives, do not pay the higher prices for the better class goods. We are speaking now of the average woman and it is the demands of the average woman that determine the general lines that the manufacturers must adopt. This is true to a certain extent with the men's trade.

Poorer Quality to Meet Price

A number of manufacturers have been met with the problem of either degrading the quality of lines that they have advertised before the merchant and the public for years as of a certain standard, in order to keep them down as near the original price as possible, or of cutitng them out entirely until such time as prices of goods and labor make it possible to turn these out at a figure that would produce a fair amount of sales. Some have brought out a very limited quantity of the better class line for such of the trade as demanded these, no matter what the price. The rest of the output was made up of lines under new names or new numbers that they were compelled to make, a much poorer quantity and lighter weight than the earlier ones, but ones that could be sold at a fair price in competition with the other poorer quality lines.

1918 PRICES vs. 1917

A FEW additional examples of 1918 prices as compared with the 1917 and before-the-war quotations will serve to indicate conditions where the original quality has been retained:

	Before the War	1918
Silk and wool hosiery	$ 4.50	$12.00
Combinations, wool, cotton, silk thread	24.00*	36.00
Single garments, doz.	7.50	15.50
Cashmere hosiery	7.00*	10.50
*1917 prices.		
Yarns		
Worsted, lb.	$ .92	$ 2.15
Yarn for Summer underwear	.28	.55
Balbriggan yarn	.32	.70
10s, cotton	.20	.44
16s, cotton	.22	.49
40s, cotton	.24½	.65

Some mills are reporting a great scarcity in fibre silk yarns. One mill that had several heavy selling numbers has not enough yarn on hand to make a dozen pair, and after trying for two months to secure some, but unsuccessfully, have sent a man over to the States to try.

WHAT CUSTOMS FIGURES SHOW

THE sources of most of the wool and yarn used in Canada are indicated by the following returns from the statistics of imports for the last two fiscal years. It should be noted that a large portion of the increase of 1917 over 1916 is due to the rise in prices:

	1916	1917		
	Total	Total	From Un'd King'm	From U.S.
Raw wool	$7,999,881	$6,225,344	$2,490,973	$2,460,459
Noils	2,587,949	2,988,177	2,464,616	523,561
Yarn	1,961,955	3,845,233	2,915,617	927,559

The figures for 1917 show a heavy increase in imports from the United States as compared with previous years. This is largely due to the embargoes upon English and Colonial wools.

A LIMITED ALLOTMENT

THERE has been forced also on the manufacturer, and more so for next Spring than for this last Spring, a limitation of the quantity of goods that he could sell to the wholesaler or the retailer. In ordinary years if the customer chose to order two or three or four times as much as his regular supply, the order was accepted. One year ago when the scarcity in knitted goods was certain to be extreme, some jobbers and retailers started plunging and a few manufacturers accepted their orders and found out when they had gone half way through the list that they were sold to the full extent of their capacity. In some cases they let it go at that, and disappointed the rest of their customers. Others went on accepting orders but limited the balance and found that they were slow in delivery. Others still trusted to chance and went on accepting orders to the end of their list. These last when it came to delivery were very far behind and in some cases did not deliver more than 50 or 60 per cent. of what they had agreed to do. Then the next season comes round and they find that their customers expect them to deliver the balance of the order taken for the previous season and at the prices that ruled one year ago. One manufacturer is in a position of this kind.

He is able to take scarcely any orders for the new season at the new and higher prices because he is already bound up to his customers to deliver them the balance of the previous season's goods which he had been unable to do, and he will be forced to do this at the prices that ruled then. Under these conditions his profits will be wipped out for the full season.

Instructions to Travelers

For the coming year then there is scarcely a manufacturer who does not say to his travelers, "You can only sell such and such a number of dozen of this line, and a certain number of dozen of that, and when you have finished taking orders for these you must stop." More than that they make up a list of customers, go over the average purchases they have made for the past seasons, and allot to them their proposition, based on previous orders they have given. Beyond this allotment they will not go and forbid their travelers to go.

INCREASE EQUIPMENT

NOW as to the amount of knitted goods that will be sent out for next year compared with the previous years. The labor situation of course is bad. Not only is it more difficult to get help but the quality of the help is not as good as the experienced hands they had before, and so the output of these employees is less. However in a good many cases the number of machines has been increased or improvements made that make up partly at least for the lessened help or its poorer average. A number of extensions have been made in mills so that the output for next year, unless labor conditions get very serious, probably will be nearly as great as it has been for several years past. To offset this—for the retailer—is the fact that the sources of supply connected with the States and England will be less than they were before.

AT LAST YEAR'S PRICES

THERE is another condition that will operate for next year as it has not operated for 1917. A number of wholesalers and retailers find that so far at least the manufacturers as a rule are behind in their deliveries for this present season. One mill's traveler went to one big jobber for instance and asked him to buy a certain line for next Spring. He turned to the traveler and said that his firm still owed 200 dozen and that such and such a firm owed 100 dozen, and another firm another 50 dozen and so on. He would wait until he saw where he would be at with regard to delivery of these lines before he gave any heavy order for next year.

Getting 1918 Goods at 1917 Prices

There is another point about this; if the deliveries that are behind for 1917 are made either this year or next, the merchant or jobber will get them at the old contract price, which, of course, is much lower than the 1918 prices, say by 30 or 40 per cent. in some cases. Thus the trade will wait as long as they can in order to secure the advantage of the old-time contract prices, which will operate to a certain extent against sales for 1918.

Less New Business

That means that the "new" business for 1918 will be less than the new business for 1917, but not that the total business for 1918, old and new, will fall below that of 1917. Indeed it is likely that the whole Canadian business, that is the deliveries for the selling season of 1918 will exceed those of last year. The chances of getting goods from outside will be less, now that the United States is in the war to such an extent as it is and will be.

BEST TO BUY NOW

FOR those merchants who need goods, as most of them do, there is no question about the advisability of getting in now. There is no sign of a drop in prices as far as any one can figure out. Even if the raw market in cotton remains as it is the whole tendency of labor and of the demand of the States for cotton yarn implies that it will go still higher with the result that the future prices on cotton goods are certain to be higher. The same is true with regard to woolen goods or percentage goods. They cannot go lower and are almost certain to go higher. Indeed as soon as the majority of the mills sell out to the extent of their allotment they will withdraw prices and the new ones will be at higher figures. This has been the case in 1917, and all sorting business that is being taken for this Fall and for late Summer has been and will be on a higher basis.

NO YARN FAMINE

WITH regard to supplies of cotton and wool yarn for next year. As far as cotton yarn is concerned there is no sign of a famine. The mills can get all they want if they are willing to pay the price. The delivery of Canadian knitting mills are rather better than they were and they are turning out very large quantities. Some have a feeling that there will be a limit to the amount Canada can secure from the United States, but there is little evidence of that as yet.

Australia Will Suffice

As far as wool yarns are concerned most of the mills are in pretty good shape for covering their Fall and Winter deliveries and it seems certain now that the allotment of wool from Australia and New Zealand will come through in time to save from any danger of a famine even if supplies from England are cut down very much below the average. That does not say that the mills will be able to get every kind of wool or yarn they want. That is not the case; and a number have had to cut out certain lines because they cannot get the special quality of wool that is required. But, generally speaking, it looks now as if they were sure to get a supply of wool not only for this Fall but for next Spring and Summer as well.

The price of course will go still higher. The price which the British Government is paying for the new Australian and New Zealand clips as announced by cable is the same as last year, but it is really much higher and is on a basis such as obtained this past Spring, not at the price that was paid about last November when the clip was sold.

U. S. ORDERS FOR CANADA

THE Knit Goods manufacturers of Canada are looking forward to receiving some large orders from the United States Government. Some of these have already come through, notably orders for woolen gloves and for heavier lines of socks. A proposal was considered about the middle of July from the United States Government for 50,000 dozen or 600,000 suits of a rather heavy cotton underwear, but it was found at a meeting of the Knit Goods Manufacturers' Association that only about 30,000 dozen could be accepted at the present time. These were distributed, Penman's taking the largest quantity. The prices for these will average around $2.00 per suit so that the total order would exceed $1,000,000 if it is finally accepted. The price was fixed by the United States Government which it is understood is under the same basis as the orders that have been placed in the United States.

The difficulty about the duty that is paid on raw material used for these, the cotton yarn, is eliminated by a refund of 99 per cent. of the duty according to customs regulations. That is on all goods that are to be shipped out of the country, it will not interfere, provided that a refund is made of the duty that is paid.

The order from the United States Government is of such a nature that it will not interfere with the manufacturer of goods for the Canadian trade. The delivery of these goods will also give the Canadian manufacturers lots of time to work them in with their Canadian business as they are not required until about next April.

In addition large quantities of blanks have been ordered by the United States Government and these are being made up by the Woollen Mills, Toronto Carpet Co., and a few of the Knit Goods mills.

THE CANADIAN WOOL COMMISSION WORKING

Arranging For Distribution of Allotment From the Antipodes—Grading of Canadian Wool Has Improved—Prices and Supplies for Domestic Uses is Increasing.

Written for Men's Wear Review by Mr. Thorpe, Wool Broker.

SINCE the British Government placed their final embargo on the export of wool, tops, noils, yarns, etc., for export from England and the Colonies into Canada, the question of supplies for Canadian mills became a serious question.

The world is facing a real shortage of wool and it has been found necessary to appoint commissions for the distributors and disposal of the clips in order to assure sufficient supplies for both army and regular trade demands.

British wools are absolutely prohibited, while Australian and Newfoundland wools have only been allowed to come here under licensed guarantees for army contracts. Finally, after an embargo had been declared late last Fall, this source was cut off until after a series of negotiations the Imperial Government consented to release a certain quantity for Canadian mills.

Canadian Wool Commission

The distribution of this was certain to be attended with such difficulties that at a conference of the knit goods and woollen mills representatives with the Department of Trade and Commerce a Canadian Wool Commission was appointed to take charge of the arrangements. The officers of this, as readers of MEN'S WEAR REVIEW may be aware, are: Chairman, George Pattinson, Preston; Secretary and Manager, H. Hodgson, Bradford, England; Honorary Secretary, F. B. Haves, Toronto; Members, George Forbes, Hespeler; C. W. Bates, Carleton Place; James Rosamond, Almonte; and I. Bonner, General Manager, Penmans, Paris, Ont.

Must Cut Down Amounts

Into the hands of this Commission the British Government have released a large quantity of wool from New Zealand and Australia and the first shipment is now on its way here. In addition to a preliminary inquiry that was made, the Secretary of the Wool Commission has sent out to all the Canadian mills a requisition form which they have been asked to fill, in order that the Commission may be able to distribute as evenly as possible the allotment. The returns already received indicate that each requisitioned quantity will have to be reduced as the demand was much in excess of the quantity released by the government.

Why Canadian Wool Had Lagged

It may be asked, what of Canadian wool? Hitherto a good proportion of this has found its way into the United States as there was no license required, but latterly licenses have had to be obtained from the Department of Trade and Commerce and this to some extent has been the means of keeping the clip here for home consumption.

The farmer obtained better prices from the States than the mills here would give, as the farmers sold this on a flat basis which was a great loss to the manufacturer here owing to there not being able to use all the grades and as they never knew under this basis precisely what they were getting they purchased on the basis of the poorest in lot. It was too much trouble to grade the wool themselves and with each having a small number of fleeces the operation would be too expensive as the best grading can only be accomplished and show more profitable results from large quantities.

Co-operative Sales in Canada

As a result the Live Stock Branch of the Dominion Department of Agriculture devised a plan for co-operative wool sales in Canada. Societies were organized in four provinces, Quebec, Ontario, Manitoba and Alberta, and expert graders were sent out to these sections where they graded the wool of each member of the various societies. Then the whole lots were classified and offered for co-operative sale. The producers benefitted greatly from this procedure, the prices secured increasing steadily and representing a greater increase proportionately over former prices than the average increase that was going on in the world's markets. The operations also took in a large quantity of wool each year.

Steady Increase in Graded Wool

In 1914, 206,129 lbs. of wool were graded; in 1915 the number of organizations formed increased to nineteen, and about 420,000 lbs. were graded and classified for co-operative sale. In 1916 the amount had reached 1,721,598 lbs. with a value of $579,678. The average cost of this scheme to the produce was above .65 of a cent a lb.

The amount of wool available for 1917 is again much in excess of 1916, consequently the shortage of wool for Canadian mills will be greatly reduced as the manufacturers are not taking an active interest in these co-operative sales.

These wools are sold either by sealed tender or auction and the products from Nova Scotia, New Brunswick, Quebec and Ontario have been sold at record prices.

The bulk of Western Canada wools will be sold either by auction or sealed tender about the 1st or 2nd week in August.

BATHING SUITS, 1918

New Lines Will Be Shown With Fancy Trimmings in Three Varieties—Grey As Well As Navy

THOSE men's wear dealers who have found a difficulty this present season in securing bathing suits will be pleased to learn that one Canadian firm is planning to go rather extensively into this line. In former years they limited their output to plain navy blue suits, but for 1918 they have very attractive lines that are trimmed. One of the most pleasing was a body of grey, an all-cotton line, with trimming of cardinal. This is made either with the trimming around the neck and arms as well as the skirt and legs, or omitting the trimming in the upper part of the suit. This combination of colors is brought out also in navy and orange, navy and cardinal, or the old favorite, navy and white. The suits come in three styles—without the skirt, with the skirt attached to the upper part, or in the two pieces as before.

It is expected that the fancy trimmed will take well, possibly limited to the skirt and legs, rather than to the upper portion. They are made of all-cotton rather than of wool, and will sell at a reasonable price. This year some merchants were depending pretty much on orders they had placed over a year before. These fortunately came through from England, but the experience makes them rather doubtful about next year.

NEW PANAMA MILL

Quarters Opened in London to Supplement Labor Scarcity At Nine Other Points.

THE LABOR policy of Penmans, the knit goods manufacturers, which for years past has aimed at getting labor by starting a mill in a new centre when the supply runs out in mills already established, has just been adopted in a new center, London. A fresh mill, in the tenth centre, has been opened and is now in operation with some 75 employees and it is hoped to increase this very shortly to 175. The work in this mill consists in finishing the underwear which is made in Paris and elsewhere and also in knitting hosiery. The firm in this way relieves the strain upon their other mills, where labor has decreased, as it has in most places. The opening up of the new mill secures them labor that could not have been obtained at the various other centres where their mills are located. and

(Continued on page 45)

LETTERS TO DOROTHY VERY INTERESTING

Time Not Given Yet to Show Conclusively the Results They Brought in Securing Sales of Men's Clothing—Men's Wear Review Ideas Given Speedy Trial.

HERE is the story of an advertising scheme which should interest all our readers, as the working of the scheme doubtless amused, interested, and benefited the residents of Winnipeg.

The whole story practically, can be told in a series of letters.

June 9, 1917.

The Men's Wear Review,
Toronto, Ont.

Gentlemen,—

It might interest you to know that we read the article by J. C. Kirkwood, in the June issue with interest, more particularly his idea re "letters to women."

We have seen this idea used before in the jewelry business but it never occurred to us that it might be worked out in the men's wear game.

However, it looked good to us, and after reading your offer to write a series of ten letters for any retailer who asked for them, we thought some other fellow might accept and beat us to it, so we wrote these letters ourselves.

Our business being exclusively men's clothes, without the furnishings, we tried to work these letters out to suit our own line. I am enclosing the first three or four (we have prepared a series of eight to see how they take), and if you think the suggestion worth while, I would be glad if you published them, stating how we took up the idea, and perhaps asking for criticism from any retailer who wishes to do so.

Your very truly,

Story & Story

Herewith we are reproducing in a reduced size the first advertisement of the series. From this readers will get a definite idea of the layout and general effect. The ads. are 9 inches deep by 2 columns in width.

And here was letter No. 2—personal, yes. Sure to be read by many whose name didn't happen to be Dorothy, by many whose name wasn't even feminine gender.

Then followed this letter:

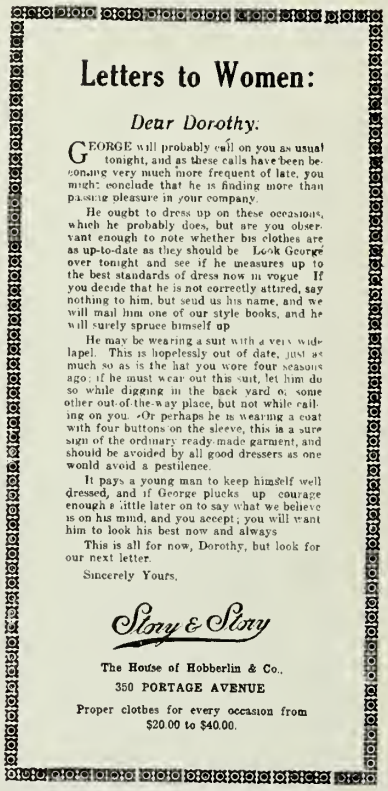
LETTERS TO WOMEN:

Dear Dorothy:

The long-looked-for Summer weather has at last arrived, and you will now enjoy those evening canoe or boating trips, or trips to the Lake and Beach which George has promised, and to which you both have been looking forward with anticipated pleasure.

Now, Dorothy, if there is one thing more than another which is calculated to bring George's courage up to the point where he will speak what his heart dictates it is gliding through the water in a canoe on a stilly, bewitching, moonlight night. We are very emphatic on this point, because we know whereof we speak.

You will undoubtedly be wearing light, filmy apparel, and George should also



Letters to Women:

Dear Dorothy:

GEORGE will probably call on you as usual tonight, and as these calls have been becoming very much more frequent of late, you might conclude that he is finding more than passing pleasure in your company.

He ought to dress up on these occasions, which he probably does, but are you observant enough to note whether his clothes are as up-to-date as they should be. Look George over tonight and see if he measures up to the best standards of dress now in vogue. If you decide that he is not correctly attired, say nothing to him, but send us his name, and we will mail him one of our style books, and he will surely spruce himself up.

He may be wearing a suit with a very wide lapel. This is hopelessly out of date, just as much so as is the hat you wore four seasons ago; if he must wear out this suit, let him do so while digging in the back yard or some other out-of-the-way place, but not while calling on you. Or perhaps he is wearing a coat with four buttons on the sleeve, this is a sure sign of the ordinary ready-made garment, and should be avoided by all good dressers as one would avoid a pestilence.

It pays a young man to keep himself well dressed, and if George plucks up courage enough a little later on to say what we believe is on his mind, and you accept; you will want him to look his best now and always.

This is all for now, Dorothy, but look for our next letter.

Sincerely Yours,

Story & Story

The House of Hobberlin & Co.,
350 PORTAGE AVENUE

Proper clothes for every occasion from $20.00 to $40.00.

Interior view of Story & Story's up-to-the-minute clothing store.

wear white, or at least, white flannel or duck trousers. If he does not know that this is the correct attire for these occasions, point out to him casually how well the other fellow looks who is wearing them. Tell him that you have heard Hobberlin Tailored Trousers of white flannel are hand-tailored, which ensures them hanging perfectly, there being no likelihood of twisted legs, so prevalent in ready-mades, which causes the crease to swing out, or in, instead of hanging straight in front, and they cost only $7.50.

You may look for another letter, Dorothy, in a day or two.

Yours very truly,
STORY & STORY.

In letter three "George" is reported as using false economy to the end of being nearer the happy day.

LETTERS TO WOMEN:

Dear Dorothy:

Last evening as we passed we saw George sitting with you on the verandah. You were occupying, at that time, two separate chairs which stood a few feet apart. Upon our return, later in the evening, it being darker, of course, these two chairs seemed to have drifted close together.

George is calling very regularly now, but he always wears that same brown suit. He apparently does not notice that you don a different dress in which to entertain him each time he calls, which would lead us to believe that your efforts in this line are wasted.

George is one of those mistaken fellows who think it is economy to buy one suit and wear it every day until worn out. This is, of course, false economy, as you well know, for clothes wear longer if they are changed every day or two. You would be surprised, Dorothy, at the numbers of men who allow themselves to drift into this careless habit of dress.

We hope George will take the hint and get a new suit. We would suggest one that is **Hobberlin Tailored**, for they are in every way superior to ordinary ready-made clothes. Being hand-tailored, a Hobberlin suit does not curl out at the front edges, or bubble up on the lapels, which usually happens in a ready-made suit, and which you object to so much in that brown suit George wears.

That is all for new, Dorothy.

Sincerely yours,
STORY & STORY.

More letters follow along the same line.

LETTERS TO WOMEN.

Dear Dorothy:

George will call as agreed, and escort you to church next Sunday morning. He has done so before, but what did he wear? Surely not the same suit which he wore all week at the office or store.

We know, Dorothy, that women take more notice of the clothes men wear than do the men themselves. You observed that the carefully and correctly attired men wear the cutaway coat of dark grey cheviot, with vest to match, and trousers of grey striped material. This is the correct attire for church wear, and really if George is going to make a practice of attending church regularly, and you should see that he does, he should at least wear a cutaway suit when taking you along.

Just mention to him on Sunday how well you think he would look in a suit of this kind. He will have to get one to wear at that important event which we expect will occur very soon, and he may as well buy it now. We would advise him to have a Hobberlin-tailored Cutaway, Made-To-Order, because they are distinctive in style, perfectly tailored, and cost no more than ordinary makes.

We will write you on another matter, Dorothy, in a day or two.

Sincerely yours,
STORY & STORY.

George, in this next letter which we reproduce, seems about to come to the point.

Aroused Keen Interest

Says Mr. Storey regarding the results of this advertising campaign:

"With reference to the advertising series 'Letters to Dorothy,' copies of which I sent you.

"This style of advertising is not one that will bring immediate results, and we did not expect them. We thought if the people would read this class of stuff, it would perhaps give us greater publicity than the ordinary run of copy.

"After writing the series, and before running it, we asked the opinion of several advertising men on the copy, they each without exception stated that they did not think it would be read by the men. Notwithstanding this, we ran the series and heard more comments on it than any copy we ever ran.

"For example.—After running No. 1, a man, 50 years old, came in for a made to order suit, and stated that he saw in the paper 'Where we did not approve of four buttons on the sleeve.' Another man we know phoned us that 'we need not try and make him feel so badly over the suit he was wearing, which he had purchased two years ago.' Several other fellows told us that on reading this ad. they immediately looked at their coat lapels and sleeve cuffs.

"After running Ad. No. 2, a man came in and asked for white flannel trousers, 'which you spoke about in that fancy ad. of yours.' A number of other men told us that they often wondered why their trouser creases swung out in almost every ready-made suit they bought. One man who read the morning paper in a hurry, happened to see this at a glance and told us he put the paper away to read it at night.

"We know of several women who read the ads. and drew their husbands' attention to them. This we thought unusual, particularly as we ran this series on the men's sport page.

"We also noticed during the run, that more women came in with the men to buy than is usual. This applied to young unmarried men.

"On the whole, we believe that we got good publicity from the series and will feel the benefit of it for some months.

"After running No. 4, one man told us that he agreed with what we said except that he did not feel he ought to buy his wedding cutaway now, as he would rather have it new for the ceremony.

"We noticed after running No. 5, that a number of buyers asked us for something quiet, something that they could wear evenings, etc.

"I think from this one might take it that the series had been read and even direct benefit derived."

LETTERS TO WOMEN.

Dear Dorothy:

We saw you and George walking over to that informal card party which Grace gave last evening, and were more than surprised to notice George wearing that rough finish, coarse-looking tweed suit he bought some time ago. Really, Dorothy, we had given George credit for more discernment, and thought, that he would have been better posted on what was correct to wear at such an affair. We presume however, that George, like a good many other fellows, has never given the matter much thought.

You will remember how tastefully attired Mr. Elliott looked in his suit of blue Cheviot, and that suit of grey with the faint hair line stripe which Mr. Black wore, certainly proved his knowledge of dress. We hope, Dorothy, that George was observant enough to see that his clothes were out of place, and then and there decided to purchase a suit for informal evening wear at once.

Both Elliott and Black were wearing Hobberlin Tailored Clothes. You could tell these clothes had been hand tailored at first glance. The fine lines of the fronts with their soft rolling lapels, the well worked, moulded shoulders and per-

fectly hanging sleeves with the two buttons and button hole on cuff; the shapely trousers; all of which proclaimed these clothes were above the average, and bore the "Mark of Class."

After supper, and, while the men were waiting for the ladies to put on their wraps, we overheard George asking Mr. Elliott where he had purchased that stunning suit. So we are expecting George in to-day.

Sincerely yours,
STORY & STORY.

Ah, and here George has come across—has bought, and has a better job in consequence. George got the better job perhaps a little faster than might have been expected. Never-the-less that—a better job—is assuredly the result of good, suitable, dressing.

LETTERS TO WOMEN.

Dear Dorothy:

We have discovered the secret of George's apparent inattention in matters of dress, and whisper it to you.

George has been saving his money to furnish that little home he expects you to share, and with this thought uppermost in his mind, has allowed his personal appearance to suffer. This is a mistake, Dorothy, for their is another way to save more money, and, that is to earn more. George realizes this now. He purchased two Hobberlin tailored suits from us a few days ago, incidently telling us that he had been neglecting his wardrobe which had reached a very low ebb.

You have not seen George for several days, but he will be over to-night with some good news. He will tell you that on the second day he wore the new Hobberlin tailored suit at the office, the Boss called him inside and said. "George, I have been almost ashamed of your appearance lately, but am glad to see you are paying more attention to your dress. It does not pay to look shabby my boy, for it gives the impression that you are also careless about your work. Smith, the cashier is leaving, and, I intended advertising for another man, but, have decided to give you the position at an increase of $50 per month. If you think you can handle the work." "Oh! Sir, lead me to it," replied George.

Incidentally George said to himself. "That Hobberlin Suit sure did the trick; a $30 investment landed a better job, with $50 per month more salary? This proves, Dorothy, that a well tailored suit was his quickest asset.

We think on the strength of this, George will have something more to say to you to-night, and we extend our congratulations, Dorothy.

Sincerely yours,
STORY & STORY.

MARKET REPORTS

THE MARKETS AT A GLANCE

PRICES that were recently announced by some manufacturers of cotton underwear for delivery in the Spring of 1918 have again been withdrawn. Mills issuing them found that orders were readily placed for all goods they cared to commit themselves for. They were not desirous of obligating themselves more than three or four months ahead. With uncertainty in the raw cotton situation there is a disposition to work on a shorter booking basis. Prices were approximately 60 per cent. higher than for the booking prices on goods delivered during the past Spring. There is an inclination to look for higher prices when they are again issued. New prices on cotton hosiery for Spring delivery of 1918 have not yet been announced. It is anticipated they will not be given out until about September 1. This is about three months later than in normal times. Quotations are expected to range from 25 to 50 per cent. higher than those for the past Spring.

The clothing business has apparently held its own in spite of the possibility of conscription. Manufacturers report they have as yet not had to contend with any abnormal cancellation of orders on account of this new condition.

New Fall lines of shirts are expected to be announced to the trade in the not distant future. Fall samples of English felt hats are now on the way to Canada. Swiss silk for neckwear has been in a generally firm market during the month, with a slight general advance recorded.

Due to the long-continued rainy weather there has been an excellent demand for waterproof coats. Prices in these lines held steady without change. There is an acute situation in gloves of all kinds, as manufacturers report they are unable to get sufficient stocks of leather to meet the needs of the trade. Overalls are now being quoted at an advance of $1 per dozen for Fall delivery.

UNDERWEAR

Prices Announced on Cotton Underwear Again Withdrawn as Mills Have Booked Capacity for Next Three or Four Months.

UNDERWEAR.—Some manufacturers of cotton underwear have withdrawn prices again and are taking no further bookings as they have been booked to capacity for the next three or four months. Prices announced during the latter part of June were approximately 60 per cent. higher for Spring delivery of 1918 as compared with Spring delivery for the present year. In spite of the high prices there has been free booking as wholesalers and retailers have come to the conclusion that there is nothing ahead except much higher prices. Authorities on the question anticipate there will be higher prices than those that have recently been named. For this rea-

son the mills would not book far into the future. There is much uncertainty over the raw cotton situation and they do not want to be in the position of being caught with heavy orders to deliver when the price of cotton may have advanced greatly by the time they reach the manufacturing stage for goods in the distant future. Manufacturers agents report that all sections of the country booked equally well on underwear and that the orders were well up to the average size. Those having carry-over stocks from the present season, however, did not book as heavily. While the orders generally have not been as heavy as for last season still they have been better than anticipated. Orders in the gross amount of money involved are up to those of last year but the number of dozen orders has not been as heavy. Manufacturers quite generally booked wholesalers for all the supplies requested.

With the United States mills there has been less ordering on balbriggan underwear than for the past Spring trade, the decrease being about 50 per cent. of the initial orders of last year. This is a condition which the mills look upon with satisfaction as it is stated if the demand were heavier some of their customers would have to be squeezed out. But the same condition prevails in that market with respect to ordering as Canadian mills have found, namely, that in numbers of dozen they are about 50 per cent. under past Spring orders but in value in dollars and cents are about the same amount as last year. The large Government orders placed with the American mills has resulted in reducing the volume of goods available for the civilian trade. Manufacturers in the United States are of the opinion that the real pinch of the situation will not be felt until the Fall.

HOSIERY

Hosiery Prices Expected to Be 25 to 50 Per Cent. Higher Than Opening for Present Spring Goods—Opening Period Later.

HOSIERY.—Hosiery prices have not been announced as early this year for the Spring of 1918. Whereas it is customary to announce them about June 1, they will in all probability not generally be announced until about the first of September. This has been due in large measure to the uncertainties of the situation with respect to the price of raw cotton and hence the price of cotton yarn and also with respect to the supplies of woolen yarns. Reports on the cotton crop in the Southern United States are not encouraging for a heavy yield and prices have been holding at very high levels for the spot and future options on cotton. There has been an assignment of wool to the Canadian manufacturers from the Australian and New Zealand clip and this is expected to give sufficient supplies for the needs of Canada when it reaches the Canadian market. It is understood that some Canadian manufacturers of hosiery may be called upon to fill contracts for socks on account of the United States Government orders. While cotton underwear prices for the Spring of 1918 were fully 60 per cent. higher than for the present Spring, it is anticipated that prices on cotton hosiery will show almost as heavy advances when they are announced. At any rate it is stated by those closely in touch with the situation that the increases will be from 25 to 50 per cent. over last Spring opening prices. In the United States the manufacturers of hosiery are showing a disposition to go warily into the market. Wherever manufacturers have made offerings in that market they have been taken up readily by wholesalers. Demands for the use of the troops has made the demand on the mills heavy in the United States. With the wholesalers' stocks of hosiery are light and business has been fairly good.

CLOTHING

Cancellations Have So Far Only Been Normal—No Disposition to Become Panicky Over Conscription Prospect.

CLOTHING.—Wholesalers quite generally report that cancellations so far on booked orders for clothing have not been heavier than in normal years. With the possibility of conscription looming large and a curtailment of the number of suits required by young men it was assumed in certain quarters that cancellations might be expected. The trade in this respect has been gratifying. There is the usual mid-summer quietness during July and August. Manufacturers however are getting their Fall samples in shape and will start their travellers on the road in the near future. Most wholesalers are fairly well protected with supplies of cloth for the coming Fall and Winter trade. There are indications, however, that some firms will be short on overcoatings of a certain price that were popular lines in the past. There was a heavy demand for these overcoatings for last Fall and Winter and stocks were depleted in some cases. When they have come into the market again they have found the materials scarce and prices much higher.

SHIRTS, COLLARS

New Lines for Spring and Summer of Next Year Will Be Exhibited Early in September — Anticipated Some of Lower-Priced Lines Will Disappear.

SHIRTS, COLLARS.—There is the usual Summer quietness in the shirt trade during July. Nearly all travellers of manufacturers are in off the road and the market is holding steady in the face of the prospect of new prices for Spring and Summer lines for next year. It is expected that manufacturers will start their representatives on the road about September 1. Prices at that time are expected to hold generally very firm, with perhaps some of the lower priced lines shown for the Summer and Fall trade disappearing. The opening prices for the past Spring showed advances in some lines, but the increases were not general on all lines. It is expected those lines which did not increase at that time will be moved to higher levels. Manufacturers will then be into dearer materials, and prices may be in conformity with higher costs of raw materials. Sales of shirts for the present Summer trade have been good. One of the developments of the trade that has been somewhat surprising is the larger number of high-priced silk shirts for men that have been sold. Soft collars have also been in excellent demand. Prices for white laundered collars remained unchanged at the advances recorded last month, the range of prices being $1.30 per dozen and the selling price 20c each or three for 50c.

HATS AND CAPS

New English Fall Samples of Hats Are Now on Way—Wholesalers Will Be Showing New Lines During August.

HATS AND CAPS. — Wholesalers quite generally state they have had good sales of straw hats for the present season, one in particular being cleaned out entirely of all straw hats. Sales by retailers have perhaps not been as heavy as they would like to see them, but there has been a very good reason for fewer sales in the backward Summer weather. Rainy weather has not been conclusive to heavy sales. With the encouragment received during the latter week in June there was a fairly good sale. With good Summer weather for the remaining portion of Summer straw hats may yet move freely from retailers stocks. Wholesalers have started shipping their felt hats on Fall orders. There is some sorting business going on in felt hats at present but of rather light proportions. Samples for the new Spring and Summer lines of felts and straws are now on the way from England and are expected to reach wholesalers in the near future. Travellers for wholesale houses will start on the road with these samples during the month of August.

In caps there has been a good run on the one-piece crown style in all shades, with the green shades predominating. Sorting business in caps has been fairly good. New samples will be shown at the same time that travellers start on the road with felts and straws for next Spring delivery.

NECKWEAR

Sorting Business on Neckwear Reported Good—Forward Bookings Not Heavy As Yet—July a Quiet Month.

NECKWEAR.—In common with so many other lines in the men's wear trade

neckwear has been in quiet tone during the month of July. There has been fairly good sorting business on Summer lines but forward bookings have been light. There has been a good sorting demand on printed neckwear in the loud designs. Manufacturers express a mild degree of surprise at the way the more flashy lines have taken during the present Summer season. Men's neckwear has been in keeping with the rather striking designs in women's Summer dresses. During the month there has been further slight increases of from 2 per cent. to 3 per cent. on Swiss silk for neckwear. The effect of these accumulating advances in Swiss silks is steadily to work toward higher prices in neckwear. On the surface these increases in price are not apparent as there will in all probability always be lines that will sell at 25c, 50c, 75c, $1 and upward. But the increases is manifested in the quality of silk put into the tie, and the amount of silk used. Manufacturers state the advances in raw materials must be taken somewhere along the line and that prices for this Fall will show advances when compared with values previously obtained for the same amount of money.

WATERPROOFS

Rainy Weather Has Made Business in Waterproofs Exceptionally Brisk —Business in Military Coats Good.

WATERPROOFS.—The rainy weather of the past Spring and so far into the Summer months, has occasioned a heavy run on waterproof coats of various descriptions. One concern reported that it has been the best season they have ever had. Shipments of goods from Manchester have been arriving in sufficient supply during the month and this has pleased the wholesale dealers in the face of the heavy demand. Gabardine waterproofs are going strong, as it is impossible to get orders placed with the manufacturers for woolen waterproof goods. Dealers are of the opinion that conscription in Canada will not affect their business to any great extent. In fact, the demand that has come from the purely military business has been quite heavy. One of the designs offered for this trade is a coat without buttons, there being but one hook and a belt to close the front. A new line of trench coats modeled after the ones in use by the military came forward during the month. These are of tweed cloth and have a good appearance. They are selling to the retail trade at $9 each. Prices on waterproofs held steady during the month.

GLOVES

Demand for Gloves Good, but Manufacturers State They Are Unable to Get Leather Supplies

GLOVES.—There is a good demand for gloves at the present time, according to reports of some of the manufacturers, but they state they cannot book for any time in the future. The supplies of leather are not to be had and it is pointed out that it would be uncertain business to book orders when there was little certainty of being able to get the raw materials wherewith to manufacture them. Buckskin is also in scarce supply, and it is expected that leather promised for delivery in the Spring of next year will be much higher in price than that paid for present stocks of buckskin gauntlets and mocassins. One of the representatives of a Toronto manufacturing house who recently returned from a trip into the glove-manufacturing territory around Gloversville, N.Y., reported that supplies of leather were very light in the hands of tanners in that district. He could see no chance that conditions are likely to be easier in the near future until the leather situation becomes easier. On grey, ivory and tan capes there is practically no market at the present time due to the scarcity of materials. Dealers show an eagerness to take stocks wherever they are available.

OVERALLS

Higher Prices for Fall Have Been Announced by Some Manufacturers— Others Expected to Name Higher Prices Also

OVERALLS.—One large manufacturing concern has advanced the price of overalls to $21 per dozen for Fall booking. This represents an increase of $1. Another concern had not yet announced their prices on Fall booking, but stated they would be higher. Travelers are now in off the road during the month of July, as business is somewhat quiet during the month. The heavy demand for cotton fabrics used by overall manufacturers, together with the higher prices for raw cotton, have caused a gradual ascending price for the raw materials, which made it necessary for manufacturers to advance prices when the dearer materials were reached.

BOOTS AND SHOES

United States Reported to Have Placed Additional Orders for 2,000,000 Pairs of Shoes—July and August Expected to Be Quiet.

SHOES, BOOTS.—With the mid-summer months, shoe dealers do not anticipate that business will be heavy as many of them have their travelers off the road entirely. With the Summer stock-taking season there is little disposition for much new business to develop. There is but little change in the leather situation except toward firmness. It is reported that the United States Government has recently placed additional orders for 2,000,000 pairs of shoes. This is in addition to the orders for 7,000,000 pairs placed some time ago. For an order of the size of 2,000,000 pairs, one wholesale dealer estimates there will be required fully 750,000 hides. With the enormous demand for leather from the Allies as well as in the United States there is no disposition to look for lower prices this Fall. Dealers will start their travelers on the road to book for Fall and Winter some time during August and it is anticipated conditions will exhibit fully as great strength as they give promise of doing, sorting trade in shoes has been somewhat light owing to the backward Summer. Boys rubber-soled running shoes continue to be in active demand, inquiry being greater than the output of the makers.

WHY THE VIVID COLORS?

Bright Color Dyes Predominate in Present Restricted Market—To Establish Canadian Dye Industries.

SOME explanation of the prevalence of vivid hues in many articles common in men's wear trade, is offered by experts in the chemical trade who have made a study of the dye industry. While it is recognized that difficulties will mark the establishment of dyemaking in Canada, yet there are no misgivings among experts as to its eventual accomplishment, when the time arrives that investors will take up the enterprise and the Canadian market warrants it. The general demand for brighter hues helps out the firm handling dyes in Canada because these are the only dyes that can be obtained.

Since the time that the German dye supply was cut off, American interests have been able to build up only three or four industries, and are restricted to the making of aniline dyes. Just 10 per cent. of the larger number of grades and shades used by dyers before the war are available now and these are only the vivid colors. Owing to the fact that the range of dyes has been so considerably restricted, manufacturers of wearing apparel have had to be content with restricting the color range of their products and it is fortunate that popular taste is for the prevailing high colors.

The efforts of Canadian chemical interests to establish complete dye industries in Canada, and to oust the German material from the market, have resulted in the combination of the chemical interests in a plan to inaugurate an institution in Canada to study industrial problems and to arrive at solutions benefiting home industries.

NEW PENMAN MILL

(Continued from page 40)

in this way enables them to increase their output by exactly the amount of work done at the London mill.

The other mills are located at Paris, Thorold, Port Dover, Brantford, Ayr, Almont and Waterford, in Ontario; and Coaticook and St. Hyacinthe in Quebec Province.

Dowler Bros. are putting in some new fixtures in their London store.

SOMETHING NEW FOR THE CARDWRITER

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

LESSON No. 5

AT THE outset of this new series of cardwriting, which began at the first of this year, we endeavored to give our readers something out of the ordinary in the cardwriting line and we think we have succeeded so far and expect to keep up the good work.

We believe that each lesson as it is published will be more interesting than its predecessor and that each time we shall succeed in springing on you something new which will be exceedingly beneficial to your cardwriting studies.

Now the idea of this present series, as we have previously mentioned, is to give you new letter formations for show card work. All of them are to be of the most practical nature and formed so as to take as few strokes as possible for their construction.

Your attention is called to the alphabet shown in the chart of this lesson. Here we have reproduced one of the very few letter formations of its kind. It is entirely composed of straight lines, no curved strokes being used. Of course this form of letter is not for use where

Fig. 1.

Fig. 2.

Fig. 3.

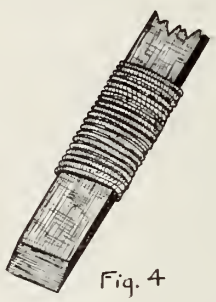


Fig. 4

cards are to be made rapidly and turned out in large quantities but is for use on the better class of show card which in turn will be used in the better class displays. As we mentioned before this is a most practical type of formation and can be executed very quickly for the class of work for which it is intended.

The alphabet was made with a round writing pen with the one stroke method. That is, one stroke of the pen completes each stroke as they are numbered.

While this is a very suitable alphabet for the pen it can be made equally effective with the brush. But the pen makes better small lettering, and, as small lettering looks better on better class cards it is advisable to practice with the pen.

For ordinary use a No. 1½ or No. 2 nib is best. You will experience a great deal of difficulty at first in getting the cross strokes straight but perseverance in practice will eliminate this. It is advisable to mark the letters out minutely with pencil before attempting the actual work, then you can work ahead without any worry as to spacing, etc. It is advisable to spend considerable time in practicing this alphabet that the formations may become so firmly impressed on your mind as to render no reference to the chart necessary as far as the type is concerned. We are giving you no practice exercise this month on account of so much sameness of the strokes, but don't neglect to practice each stroke thoroughly.

Keep your pen nibs in the best of shape, clean and in good working order. Wash them out in clean water after being used and better results will be obtained.

Use a heavy black carbon ink for pen lettering "mat designing and mat bevelling for show cards." We all want to learn everything we can about our particular line of business and we should at least be on the lookout for something new, so here is something which is a very important factor to a show card writer and one which means dollars and cents to him or her when it is mastered. This work is mat designing and mat bevelling for show card purposes. It is a big subject so we must take it step by step that no stage in this work may be missed.

We will first explain what this work is.

In a few words it is making fancy and plain designs and cutting them out of mat boards and having all the edges of the mat bevelled.

The following are a few of the varieties of these cards.

Straight bevelled outside edges.
Straight bevelled cut out centres.
Fancy bevelled outside edges.
Fancy bevelled outside edges with cut out centres.

These are a few of the many uses of show card bevelling and if you are able to master them all this month you have done a big work.

Of course it is advisable to start at the easiest end of the work which is

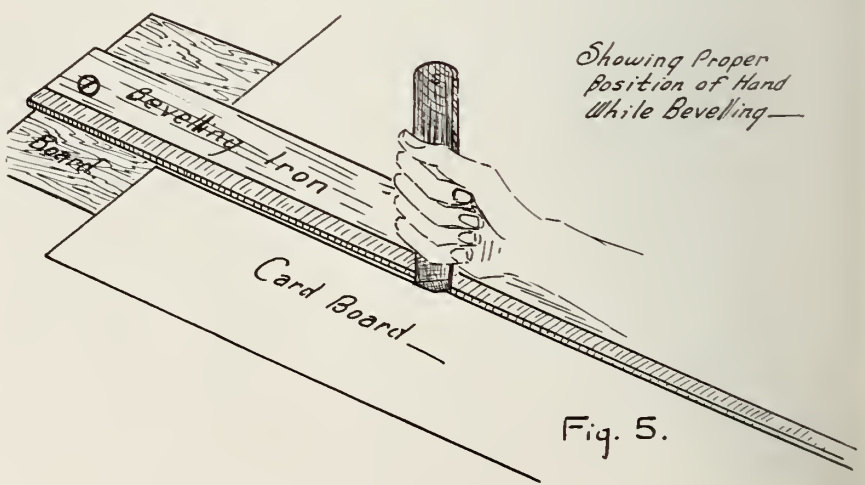


Fig. 5.

straight line work. This is much easier than the curved because it can be done with a bevelling iron or any straight edge. Start at this first, therefore, and when you have mastered how to hold the knife, or chisel you may proceed to the more difficult work.

Tools to Use

Many are the varieties of tools used for mat board bevelling and of course each mat cutter has his own opinion as to which is the most practical method. In reality it is all a matter of what you get used to so you will have to find out for yourself.

Experience has taught as that a thin blade with an almost right angled cutting edge is the most practical. This blade should be ground down just like a fine chisel with its beveled point running back almost an inch. The point is thin quite thin and it cuts into the cardboard very readily and without the resistance which is caused by the thicker blade. Refer to Fig. I.

This illustration shows a tailor's cloth cutting knife with the blade cut down to a chisel point as previously explained.

The blade was broken off and ground down on an emery wheel and finished off on an oil or whet stone.

This gives it almost a razor like edge and if taken proper care of should last for years. All it requires from time to time is to be rubbed up on the oil or whet stone. The handle of this tool is of wood and brass and the set screw, which is the lower one, holds the blade in place. This can be obtained at some hardware stores.

Fig. 2 shows the same style of handle with a pointed blade in it. This style does the work very well but in our estimation not so well as the former. Both sides of the blade are cutting edges. No. 3 shows a style as catalogued by a card-writing supply house and is a very pracal type. It has met with great success throughout the American continent.

No. 4 shows a home-made device for mat bevelling. This is a small carpenter's chisel made exceedingly sharp, with thick, soft cord wrapped around it to form a handle. The wooden handle of the chisel is left off. This tool can be used in case other devices are not obtainable.

Fig. 5 shows the proper position to hold the bevelling chisel when doing the work. Note the angle at which the chisel edge is held while cutting the card. This illustration also shows the bevelling iron's straight edge. This tool you can have made. Its size is two inches wide by about thirty inches in length with the left hand side bevelled as shown. This iron is fastend onto a board about six inches wide and the same length as the iron, which is screwed to the board through a hole. The cardboard is placed underneath the iron and the end nearest you is held down firmly with the left hand. This holds the cardboard tightly in place for cutting. In order to get a clean cut bevel always place a piece of waste cardboard underneath the card to be cut.

If an iron bevelling-iron is not obtainable one can be made from a piece of good hardwood. This has proved a satisfactory and much more easily obtained but is only good for straight edge bevelling. It should be made by an experienced carpenter so as to have it perfectly smooth.

Kind of Cardboard to Use

The kind of cardboard used for making

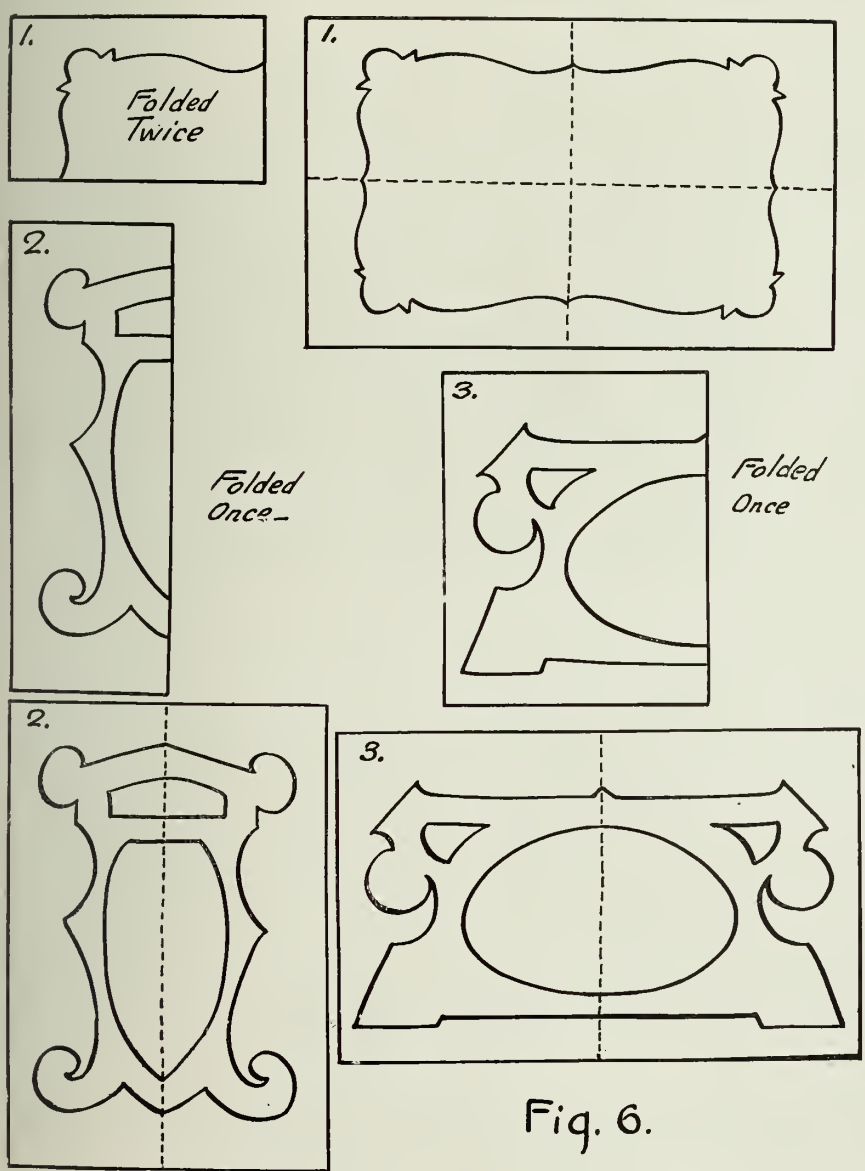


Fig. 6.

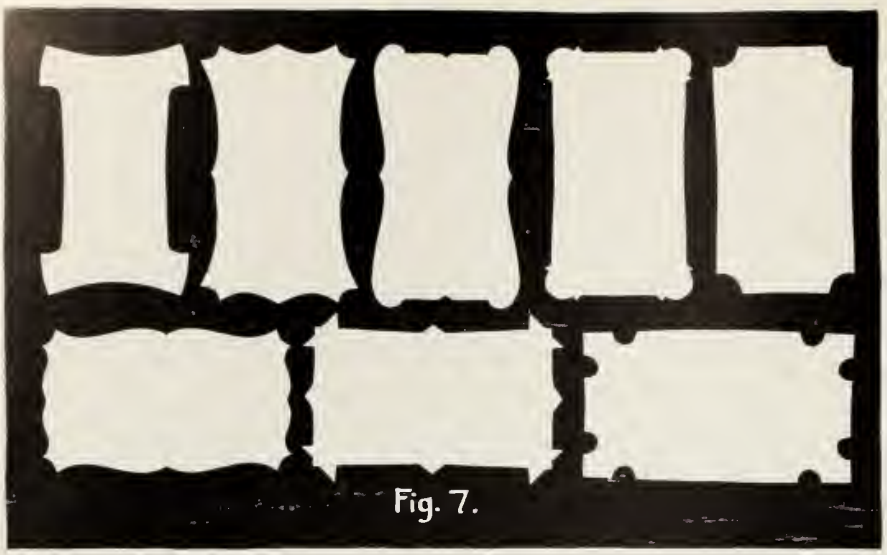


Fig. 7.

bevelled mats and show cards is known as mat board. This can be obtained from mat board manufacturers. Of course plain white and colored railroad boards

can be used but are not as good for bevelling as the thicker mat board.

Designs

There are many ways which you can get the various designs for fancy mats but the quickest and most practical is the one illustrated in Fig. 6. This is, quite simple and you most probably have done this before.

In Fig. 6 we have three different classes of designs. The first shows a design with all four corners the same. This is obtained by folding over twice as indicated by the dotted lines, a piece of plain paper, the same as the card. When this is done draw quarter of the design in pencil as is shown in the left drawing. Then while it is still folded cut it out with a pair of sharp scissors. When opened you should have all four sections the same. Lay this pattern onto the cardboard and trace around the edge with pencil and bevel.

The second illustration shows an upright design which is obtained by just folding the paper over once lengthways. Then by placing carbon paper against the opposite side and retracing the pencil drawing the full design is obtained as shown in the lower drawing.

The third illustration shows a pattern for a landscape card. This is obtained the same as the other only that the paper is folded crossways.

These patterns are placed upon the cardboard, that is to be bevelled, with carbon paper underneath, design is then retraced. Thus you have the pattern on the card ready to bevel. After this is done neatly place behind the centre opening some other color card. This is to be stuck on with glue or paste. When dry the card is ready to letter. The lettering is to be put on the insert card.

No. 7 gives a few suggestions of designs which are obtained by the same method as shown in the first illustration of Fig. 6. These can be used for the outside design of show card or the inside design to be cut out. Many others can be made.

Fig. 8 shows a few attractive designs of the more difficult nature. These are all for cut out mats and are to be bevelled on both outside and inside edges and are to have a piece of cardboard set in behind the centre opening. In the case of the two outside top ones the top openings should be filled in as well. These

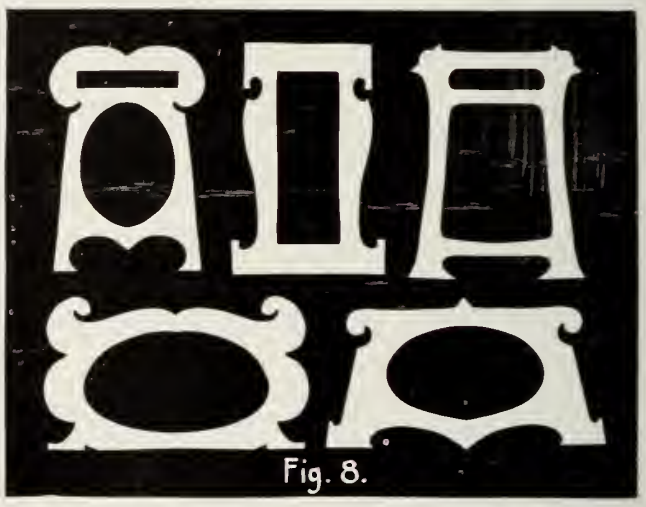
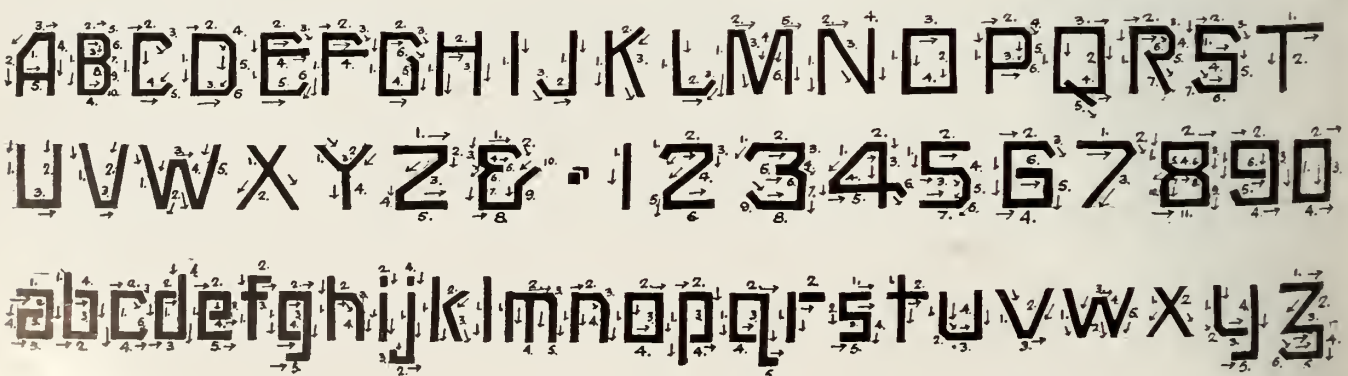


Fig. 8.

(Continued on page 52.)



GETTING AFTER THE SEPTEMBER SCHOOLBOYS' BUSINESS

A Big Field and a Fine Opportunity—Many Boys Have Money of Their Own—Methods Being Used by Brown, of Lansdowne.

WHEN the boys of Canada start school in September, many of them will go in brand new clothes bought with their own money—for many thousands of lads in their 'teens have been working on farms this Summer, or in factories, or elsewhere, due to the strange times in which we are living.

So the Canadian Boy this Autumn becomes an individual well worth the attention of men's wear dealers — this month and next in particular.

Another reason why the men's wear dealer should cultivate the trade of boys, and of mothers of boys, is that Canada has put 400,000 men in khaki; which means that 400,000 men—chiefly young men and the best buyers of clothing and allied lines—are not contributing much, if anything, to the revenues of retail dealers of clothing, and the et ceteras of apparel. So the retailer must get business from others to make up.

How War Has Robbed the Men's Wear Dealer

Let us look at the matter this way: 400,000 men spent, on an average, $50 per year on their clothing, or a total of $20,000,000. We'll assume that there are 2 500 men's wear dealers in Canada. This means that, on an average, each of the 2,500 retail men's wear dealers has lost $8,000 worth of business per year by the enlistment of young men in the Canadian Expeditionary Forces.

When conscription comes into force at least 250.000 more men will go into khaki, and this trade will be taken away from the haberdashers of Canada. So on the face of things, the prospect for men's wear dealers would seem to be bad.

What, however, are the facts? The facts are that, in spite of war, the men's wear trade in Canada has remained pretty good, and the present indications are that they will continue to do good trade.

The Trade of Boys and Mechanics

Boys' trade and the trade of mechanics have come to the rescue of the retail men's wear dealer. In these two classes he has found a new custom, and a very profitable one. Also, Canada has many hundreds of thousands of adult men who will not don khaki, and who will, therefore, continue to be buyers of clothing and everything else required by a man for his apparelling.

All this, however, is aside from the main purpose of this article, which is to point out the fine opportunity provided by school-opening for good and immediate business, and to suggest some ways by which schoolboys' trade can be developed and attracted.

Preparedness

Undoubtedly the first thing for the clothier and haberdasher to do is to get ready—to be prepared. He must have the goods he wants to sell. Having these he must be strenuous in his efforts to sell them to mothers of lads and to the lads themselves — the mothers of the little chaps, and the young fellows who have been earning money all summer—some of them since spring.

We shall assume that the retailer has the goods, and knows where he can get goods. What is of chief concern is, How

Boys! Boys! Boys!
GET A COUPON
Boys, I shall announce later on, in the Autumn, a competition for school-boys. This competition will take in all school-boys from ages 5 to 20. The prizes will go to the winners for Christmas Day.
The competition will be open only to those boys who get a coupon, and a coupon will be given with every purchase of something a boy wears.
So come in and buy something; or have your mother or father buy something, and get a coupon. Save the coupon, because it will be necessary later on.
You'll need several new things when you start school this month or next—shirts, collars, braces, hose, caps, neckties, and so on.
So come, Boys, and get a coupon.
BROWN
MEN'S AND BOYS' OUTFITTER
High Street . . . LANSDOWNE

Illustration No. 2. Idea used by Brown to interest boys, and their parents, through the boys. See accompanying text for fuller explanations of the idea.

A Schoolboy's Needs for Autumn, 1917

.... A New Pair of Boots.
.... New Hose. (BROWN sells them).
.... New Clothes. (BROWN provides them.)
.... New Shirts. (BROWN has them.)
.... New Collars. (BROWN.)
.... A New Cap. (BROWN, again.)
.... Two or three new Neckties. (BROWN has them.)
.... New Underwear. (See what BROWN has.)
.... A New Raincoat. (BROWN.)
.... A New Umbrella. (BROWN.)
.... Perhaps New Collar Buttons and Cuff Links. (BROWN supplies them.)
.... New Suspenders (BROWN.)
.... Garters. (BROWN.)
.... Tie Clip. (BROWN.)
.... New Gloves. (BROWN.)
.... A New Belt. (BROWN.)
.... New Handkerchiefs. (BROWN.)
.... A Scarf Pin. (BROWN has it.)
.... Bicycle Hose. (BROWN.)
.... School Colors. (BROWN.)
.... School Pennants. (BROWN.)
.... A New Sweater. (BROWN.)
.... Waterproof Collars. (BROWN.)
.... Football Knickers. (BROWN.)
.... Sports Jersies. (BROWN.)
.... A New Overcoat. (See BROWN about it.)

* * *

Check off the things needed and take this card to BROWN, and learn from BROWN what is best to buy, and what the bill is likely to amount to.

* * *

BROWN
Men's and Boys' Outfitters
High Street
LANSDOWNE

Illustration No. 1.

can these goods be sold quickly and largely?

One thing is absolutely certain: The dealer must be energetic in his merchandising methods. He must not wait for buyers to come to him, but must compel buyers to come to him. He must make his store attractive, magnetically so; and he must do some advertising. And he ought to begin right now—this very day. MEN'S WEAR REVIEW urges instant action. The opportunity is present and the period of school-outfitting trade will be of brief duration. The business will come in a rush, and will soon come to an end. There is great need, therefore, for instant activity and high-powered selling effort.

Just here let it be said that the energies a dealer puts forth now in full measure will bear fruit all through the autumn—when overcoat time comes, and when winter needs call for new purchases. Also, the new customers and new favor that can be won by aggressive tactics now will remain. So it becomes abundantly worth while to be up and doing right now, and for the next five or six weeks.

Let Us Study Brown, of Lansdowne

Perhaps the suggestions to follow may be made more interesting and impressive if we consider a specific case—the case of Brown, of Lansdowne, whose story was told in the July number of MEN'S WEAR REVIEW. What is Brown, a live-wire men's wear dealer, planning for capturing the schoolboys' outfitting trade in his community?

Well, Brown believes in analysis and facts. Looking at things in the mass does not satisfy him. He wants the mass reduced to units. So Brown has ascertained just how many boys there are in Lansdowne and the community round about. He knows their names, their parents' names, their ages; and he knows, too, who have been working on farms or elsewhere during the summer.

Brown has made it his business to get all this information. It was not and is not hard to get. It means only trouble and time, and Brown is always ready to take trouble and give time in the doing of his business. It is by taking trouble and giving time that he beats out competitors and makes his business a live and profitable one. Brown knows that the average retailer shuns trouble and thinking and the expenditure of effort; that the average retailer just waits for customers, and works within the four walls of his store; that he doesn't like to do work outside his store, or do unusual things; that he likes being comfortable. Brown makes money out of the torpor of his competitors—it gives him a better chance. Also, Brown knows that he gets dollars—plenty of them—for all the trouble he takes and for all the time he gives. Brown sells merchandise, of course, and it is in the sale of merchandise that he gets real money; but to Brown the sale of merchandise is just an exhibit of success in thinking and planning ahead. As he sees it, the sales he makes are the fruit of his extra doing and extra thinking.

Brown Has Useful Maps

So Brown has in his store two maps, one of his county, the other of Lansdowne. These maps were drawn for him by schoolchildren a year or so ago. They show the location of every school. In the same portfolio in which these maps are, Brown has gathered together much information pertaining to these schools, and the children attending them He knows the names and addresses of the teachers of these schools, and he has quite a file of correspondence with teachers relating to their schools and scholars. So Brown knows.

The idea of gathering together a vast amount of specific information about schools and scholars is recommended to retailers, who, like Brown, are willing to take trouble and give time to build up business. Let the Browns everywhere in Canada take steps to be as ready for 1918 as Brown of Lansdowne is this year; for 1918 is surely coming; and 1919, 1920, 1921, and several other years as well.

So Brown, with his complete knowledgs and A1 mailing list, is all ready for his solicitation of mothers and the lads who have been working, and who will come back home in September with $25 or $50, or more, in their pockets. Brown will not be shooting at anything imaginary. He will not be guessing. He will not be working on supposition. Brown will get up close to real people. known people, and will have something very pertinent to say to every mother and every lad.

Brown's Campaign All Ready

Brown has letters and printed matter all ready for release at the right time. He will send out two or three letters and pieces of printed matter in quick succession. For example, he has prepared a card as shown on this page.

This card is mailed and otherwise distributed. It is placed in an envelope and in this envelope Brown has something else—a card index card, 3 x 5. A slip accompanies this card asking every boy to write his name on this card, his address, his age, his parent's name, the school he will attend, his teacher's name. On the back of this card he is asked to give answers to the following questions:

What is your favorite pastime?

What is the best book you have read?

What is the farthest away place you have ever been to?

Who is the greatest man you have ever seen?

What place or country do you want most to visit or see?

Brown Offers Prizes

Brown offers prizes for the return of these cards filled in as required, the test being handwriting.

These cards, when they come back, will be filed carefully, and will be useful to Brown oftentimes in his future solicitations of boys' business. The cards will furnish him with very useful, even valuable, information.

Brown is using this idea on this principle: If you want a man (or boy) to like you, get him to do something for you. Brown knows that by this competition he will be able to focus on him, on

his store, and on his service, a great deal of intense attention, and this in the end spells business.

Brown will run the advertisement in his local newspaper shown:

(This coupon Christmas Competition idea will be dealt with more fully in a later issue of MEN'S WEAR REVIEW).

Brown's idea here is to get the boys' applying pressure on their mothers and fathers to buy at Brown's. That is, he gets the boys advertising him,, and he creates a body of talk that is first-class and costless advertising.

Brown proposes to publish this autumn in his local newspaper a series of examination questions, suited to different ages and grades; and he will publish the names of those who score 50 per cent. or over. Brown will use this idea to perpetuate the interest of boys, their parents and their teachers, in him and his business. He knows, too, that the publication of names in the local newspaper will attract much attention, and cause comment and talk.

Here let it be said that Brown is not greatly concerned to announce in his advertising such items as:—

Shirts	$1.50
Knitted ties	.75
Men's caps	1.00
Etc., etc.	

Everybody knows that he sells shirts, ties, caps, and other things, and that these cost something or other to buy. Such bald advertising is uninteresting, uninviting, unimpressive. Brown believes in advertising specific things, and in attaching prices, but when he does this class of advertising he likes to be very definite, and to be suggestive. For example, in a recent advertisement he drew attention to a line of Japanese ties. His advertisement of them is shown:—

Japan Silk Ties
FOR MEN

THE Japs may not make "helped" silk. Cotton may not be woven with silk, and the silk cannot be "loaded" or "weighted" with clay or other substances. Which means that when you buy genuine Japanese silk, you get a pure, high-grade silk, with lots of wear in it.

See the Japan Silk Ties I am showing. My window will contain them next Friday and Saturday.

Patterns are rather florid for the coming season—this as a rule; but we have these Japan silk ties in subdued effects.

Prices run from 50c to $1.50

BROWN
MEN'S AND BOY'S OUTFITTER

High Street

LANSDOWNE - ONTARIO

Illustration No. 3.—Showing how Brown puts real interest into his customary advertising. See comment in accompanying article.

Brown's Advertising Aim

Brown's chief aim in advertising is to get men and mothers thinking of him, and remembering him when they are about to buy. Just as people in Toronto think inevitably of Eaton's when they are in need of anything, so Brown aims to have the buyers in his community think of him and his store whenever the class of goods sold by him are wanted. So to get talked about, to get his name and business lodged in the minds of the people, is his constant purpose. By one means and another he has everybody knowing and thinking and talking about him, confident then that when the kind of merchandise sold by him is needed, people will instinctively think of and turn to him to supply their requirements. This is why Brown plans to run a series of examination questions in his local newspaper this autumn.

Cheapness of Advertising

Just a point here: Space in the Lansdowne *Banner* costs Brown only 10 cents an inch. Which means that for a dollar bill he can buy ten inches of space, and have his advertisement set up and distributed to 1,500 or more homes. It is so ridiculously cheap that Brown does not hesitate to use plenty of space. Frequently he has three different advertisements, on three different pages, of his local paper. It costs him from $2 to $5 for this publicity, and he can afford to buy business at this cost.

Brown's Opposition Help Him

Brown's competitors in Lansdowne "don't believe in advertising," which really means that they don't believe in parting with money. They have to believe in Brown's advertising, because they see that Brown's business is growing and that their own business is not. But who is able to put fibre into limp men? Retailers who refuse to be big, to grow big, to do big things, won't build a big business. Brown is prospering because his two competitors in Lansdowne are so thrifty that they won't spend a cent on advertising. If these same men were farmers, they would not sow wheat, or plant potatoes, because it would be burying money. Eaton's in Toronto grew to bigness because there were so many small-calibred men in Toronto. The surest way to keep a business from growing is to refuse to spend money on it, or take trouble over it, or to give time to thinking out ways by which it can be enlarged.

Is it needful to say anything more about Brown and his ways of going after the business that the opening of the schools for the coming autumn will bring? The particular methods Brown uses may not commend themselves to others. This doesn't matter much. Imitation is far less good than initiative and independence.

What has been aimed at is to arouse retailers of men's and boys' wear to the presence of a fine opportunity to do big immediate business, and to develop a kind of business or trade well worth having. Also, the aim has been to suggest to bright, eager, purposeful men ways and means by which they can develop and attract the business of schoolboys, and of the mothers of schoolboys.

WHAT IS BEING WORN AT THE "WEEK-ENDS"

(Continued from page 37.)

tation. Not because of any scarcity in the matter of choice, but because the choice is so limitless. If fortune has showered you with sheckles, of course there is the silk shirt that can be worn on almost any occasion, and you will find in the color combinations something that will suit your particular style, or something that you modestly think does so, which amounts to the same thing as far as you are concerned.

Another variety of shirt that is both comfortable and attractive is of cheviot or madras, black and white stripes are considered the thing. The wide stripe, too, is very much to the fore in every manner of coloring. Moreover, the shirt with the attached collar is back in our midst. Did anyone believe that this hoary old corpse could be revived? Well, it has, and has become very much the thing. The idea is to have the collar made attached to the shirt and of the same material. The collar is of the turned-down variety, and it is low.

COMFORT FOR THE SHORT-NECKED

If you are one of those people whose head and body join without any noticeable connecting link, it will be a word of comfort to you to know that you can wear a low collar, that will fit in between your chin and your chest without discomfort, and yet remain among the best dressers. Comfort is the great desideratum in all Summer styles and what could be more comfortable than the low collar?

If you are very correct and insist on wearing gloves all through the torrid months, there is a neat-looking glove that will just appeal to you that has just made its appearance. It is of grey leather with a grey silk back, and is of the slip-on variety, so that the trouble of buttons is eliminated. The silk back makes it cool and comfortable.

These are a few hints and suggestions, that anyone who strolled up the Avenue, or rambled a bit in some of the nearer Summer colonies would be sure to note. The recounting of them may possibly be of interest to you.

CARDWRITING MADE EASY

(Continued from page 48.)

spaces may be used for the firm's name. "Summer, 1917" or some phrasings. It must be remembered that this style of work necessitates a great deal of labor, and that it is not advisable to make too many of them as it would not only take up too much of your time but also because it would render the idea less exclusive. They should be used only on the better class of work and for cards that can be used for a reasonable length of time.

The completed show cards give you a fair idea of how this work appears when finished, using this month's alphabet for the lettering.

The Canadian Cotton Co., Hamilton, will build an addition to their factory at a cost of $60,000.

The Canadian Wool Company, Limited, has been incorporated at Toronto with a capital of $250,000 to manufacture and deal in wool and wool products.

Canadian Fasteners, Limited, has been incorporated at Hamilton with a capital of $50,000 to manufacture and sell fasteners of all kinds.

FOOTWEAR NOTES

Are We Coming to Black, White and Tan Only?—Tanning Fish Skin—Grey Antelope in Paris.

A CHICAGO man predicts that within a year practically all shoes will be black whether of leather or other material. The average price will be $15.00 and for a pump without buckles $12.00. In examining the sample book of one large leather house, this gentleman found that in recent seasons, 60 shades of leather were shown whereas for 1917 there are only 9 shades. The inevitable result of black, white and tan is coming soon, he thinks.

FALL ideas in a New York shop show smoke grey with paisley tops; one in dark brown leather with suede top of olive brown embroidered and beaded; a white satin shoe has shadow lawn green boquets, and a black satin dress boot has silver bouquets—this to be worn with the all black satin dress.

THE PLAINEST shoe in Portland, Ore., is said to be $8.00 while popular prices are $10, $12 and $15.00. Patent leather pumps are popular.

A DENVER dealer also finds that black kid will be popular for Fall. Colored kids will sell at $20 to $25 a pair.

PROGRESS with the tanning of fish skin is reported to be satisfactory. So much so that the new material is expected to reduce the price of leather and footwear in the near future. The new leather will be suitable for uppers and also for handbags, card cases and other articles of leather including possibly gloves. This report comes from the Department of Commerce at Washington.

GREY antelope is the newest fad for footwear in Paris. Fur-cloth tops are seen and little indication of them for Fall and Winter.

IF THEY TOOK IT OUT OF THE SIZE

Spring 1915 Spring 1916 Spring 1917 Spring 1918

SUITS & OVERCOATS

SPRING STYLES BEGIN TO DEVELOP DEFINITELY

The Military Influence Insists on Some Sway—Pinch-backs Though Passing in Some Ways Persist to a Great Extent—Belts for Certain—Interesting Young Men's Sac Coat and Military Idea Suit—The Norfolk's "Come-back" Coming —Overcoat Ideas.

WOOL shortage has been the bogey of the clothing industry for a considerable time, and the fear that fabrics will be found lacking is still present in many quarters. But it is hoped that Canada may come off better as regards supplies of woolen fabrics that had been at first feared. There are hints of efforts on the part of Great Britain to share up wool supplies so as to help the Dominion. It may be that only military clothing will be manufactured from any supplies of wool with which Canada is favored by the Mother Country, but there is hope for civilian men's wear also.

A Significant Sign

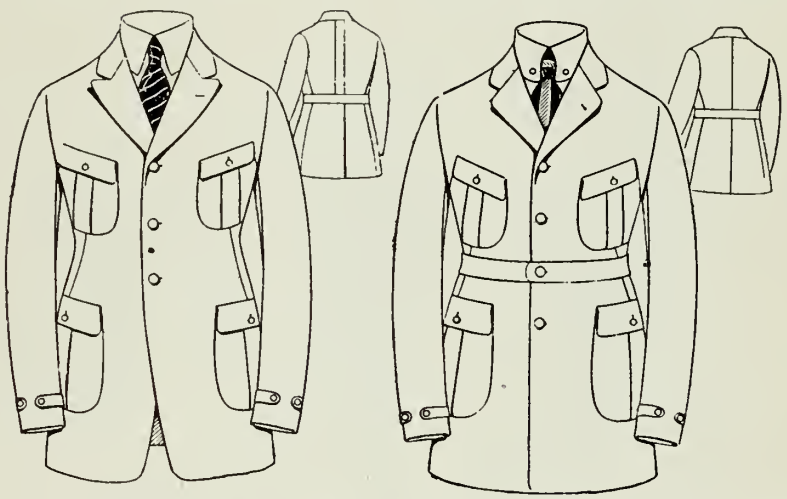
It is a significant fact, however, in connection with this wool shortage that when the National Association of Clothing Designers assembled in Chicago on the 5th, 6th, and 7th of July, the most important subject that came up for consideration was the communication from the United States Government to the effect that clothing manufacturers should avoid in designs for new styles as far as possible all embellishments, variations, and developments which might in any way increase the amount of material used in the making of the garments.

This indication of the mind of the authorities in the United States on the matter of men's wear has much to do with the whole question of styles for Spring, 1918. What is done across the border cannot fail to influence the Canadian side. There may even be Government regulations as to the use of woolen materials by Canadian manufacturers. It should be noted that the United States Government had not actually ordered the conservation of fabrics by clothing designers in the manner indicated. The communication was in a sense a trying out of the feeling of the leading designers on the subject.

Decision is Awaited

In reply to the communication the designers assembled at Chicago placed before the authorities their collective opinion that only by making the matter mandatory upon all manufacturers of clothing alike could any conservation of cloth in the manner desired be effected in the United States. Without feeling that his competitors in the field are similarly bound to conserve fabric, no manufacturer of men's wear would bind himself not to embody in his lines designs and styles involving the free use of the materials available.

Coats with belts there will be in considerable showing. The military mood of the age must have its way. There will be many lines of garments for men showing the military influence. This, notwithstanding the fact that amongst manufacturers there is a feeling that the lines of which there is no doubt as to demand.



In the State, military models—strangely enough effecting the British Officers' uniform, rather than that of Uncle Sam—are evidently expected to be in demand for Spring. We show two such. For Sporting purposes such coats may take in Canada. We doubt if the demand will be of any greater proportions than that.

Should the matter become mandatory, of course, it would mean the vanishing from styles of all pleats, belts, patch pockets, full skirts for coats, even long rolled lapels, perhaps. Only the plainest possible garments would be built, and there would be little or no variation of design possible.

Designs for Spring Trade

Even should restrictions come quite sharply and suddenly into effect on both sides of the border, it is not likely that the Spring trade of 1918 will be noticeably affected. Designers are in many cases far forward already with the ideas for Spring, and manufacture of many lines is advanced, at least in regard to suits and overcoats for civilian wear ought not to show any mere copying of the regulation military garb. While the feeling is present, the demand of the public has often seemed to over-rule it, and as is the case of the trench coat, garments very much resembling the regulation military garb have found ready sale, and have been widely worn.

The Persistent Pinch-back

"Is the pinch-back passing out of vogue?" was the question asked by MEN'S WEAR REVIEW of several designers.

From their replies the impression was gained that while the pinch-back has had an immense vogue, and is still holding

very strongly to public taste, there may be a falling off in its popularity after Spring, 1918. But in Spring, 1918, there will still be a good many pinch-back lines in wear.

Of course, the style has come in for modifications. Many of the modifications designed have been markedly improving to the pinch-back idea. The former "tight-laced" suggestion has vanished. Freedom, grace, form-fitting, comfort, and the suggestion of generously used material are found in the latest pinch-back styles placed upon the market. In many pinch-backs shown for Spring of 1918, these excellences will also be found plentifully. Only by developing such excellences could the pinch-back survive as long as it has survived. But if wool shortage bogeys assume more serious proportions, perhaps the pinch-back must go.

Norfolk Is Coming

"As regards the pinch-back," said one designer who, by the way, had only just returned from the Chicago assemblage of leading designers, "as regards the pinch-back, I have a feeling that this style may suddenly disappear, that is, in its recognizable form as a pinch-back pure and simple. You see a great many, a very great many of these have been worn. The style has had a very wide vogue, and people have had a very good chance to get tired of it. It is probable that they are tired of it."

Fashion's leaders will not be seen in it in its original form, but there are the modifications of it, and its influence is still strong upon styles that are developing for Spring.

Speaking further on the matter, the designer mentioned a very probable tendency following the pinch-back. This is the Norfolk. The Norfolk is showing distinct signs of coming back .

The come-back of the Norfolk is directly attributable to the influence of the pinch-back. Indeed, the conventional Norfolk is not seen so much as the Norfolk suggestion. It is as if the pinch-back were the "yesterday" and the Norfolk proper the "to-morrow" of the style seen in the "to-day" of its design-period. The belt of the pinch-back is there, and there is of course the belt of the Norfolk to remember. But where the Norfolk had very decided pleats, the pinch-back suggestion was led to a lighter style of pleat in the simplest form, running up on the back towards the shoulders to right and left above the belt. There are also some decidedly and almost entirely Norfolk styles coming forth for Spring, 1918. The pinch-back did it.

A Very Military Style

Should the wool shortage go from bad to worse, there will not be many Norfolks made. Neither would there be made many of an interesting military-style suit designed for civilian wear, and shown by a Montreal manufacturer. That there is a demand for lines of smart military appearance is evident though manufacturers are not all anxious to meet it. The suit referred to is distinguished by the design of the coat. This is a sac coat, double breasted, and with every line of it built to suggest the tunic of an officer. Had the coat been made in khaki it might almost have passed the strict inspection of a regulation tailar. Brisk and keen in appearance, this coat is one of the decided novelties to be shown this Spring. It is built with a yoke in military style, and has belt (about two inches wide, fixed with a buckle), also the characteristic military patch pockets with bellows flap, as seen in officers' coats. The lapels are sharply peaked and softly rolled. The sleeves have two buttons. There is no attempt to imitate the officers' cuffs. The length of the coat is full, and the skirt uses plenty of material. There is a vent in the back after the style general for Spring, 1918.

Another Young Man's Coat

In the designing of another manufacturer there was shown a neat sac coat with build and lines to suit a young man of the go ahead type able to set off his clothes with vitality and vigor. This was described as a young man's sac coat of the two-button type, with two pinches in the back, and belt carried round only to the two front pleats. The coat is built with a natural waist, and the corners at the front are rounded. There is a long soft rolled lapel design. The length of this coat is about 30½ inches. Sleeves are finished with conservative cuffs, but some lines are made with cuffs upon the sleeves, and some with the belt carried all round and fastened with button in front. The belt when carried only to the two front pleats on the waist has a button embellishment in the middle behind. The coat has a shaped whole back and two pleats after the style of a pinch-back modified.

Though it is felt the style trend is away from the pinch-back, many models retaining this feature will be shown for Spring. Two such are here illustrated.

The turn seems to be from the pinch back to the old Norfolk style—not to the Norfolk proper, but to something along those lines. The back of the above model, for instance, is quite Norfolk.

Vests and Trousers Conservative

Trousers are still being built on conservative, rather English lines, narrower than in former days. There is no waste of material in the trousers, so the wool shortage bogey will not vex the designer as to these garments. Vests are made to match coats as much as possible, following the design as to pockets, and finish. Quarter and one-eighth silk linings are coming in strongly, and the finish of coats inside along seams, and at sleeve holes is one of the features for Spring, 1918. Linings are gay in color, but in good taste to harmonize with the fabric patterns used.

Overcoat Tendencies

Some interesting overcoat tendencies for the Spring may be noted. The trench coat with all its modifications is evidently here to stay. There will be more single than double breasted trench coats in Spring wear. There is a distinct hint that the box covert coat is coming back to some extent. The convenience of this coat may give it vogue again. Its design shows no tendency to vary greatly from the original form, but the influence of the period will probably show up should this coat come in.

Then the raglan coat is another style that suggests a come-back. This is a convenient coat also, and likely to have vogue made in the rougher materials, useful for a slip-on, and hard to beat for handiness. The raglan sleeve, by the way, will be found in some lines of trench coat modifications which are looked for in the trade.

COLLARS & SHIRTS

GREAT SALE OF SOFT COLLARS. SHIRTS HIGHER

Problem is to Fill Orders For Soft Collars Which Are Wanted Especially in the Higher Grades—Difficulty in Figuring Shirt Prices—New Customs Regulation Will Help Here—Brighter Colors Still For Spring.

FROM all parts of Canada comes word of a huge—an unprecidented call—for soft collars. Manufacturers give the impression that their problem has been to fill orders; and in the comment of one maker is a hint that the great popularity of the soft collars is causing wonderment as to the effect this will have on sales of stiff collars.

Costly Lines Wanted Most

Says this manufacturer:

"Ninety per cent. of these soft collar sales are in collars which retail at 35c or 50c. There is now a rumor of stiff collars of fancy cloths entering the market to stimulate this output of stiff collars. But," he adds, "We do not think there is very much in this."

Dealers, too, do not seem to feel any need of artificial stimulation for stiff collars as a result of the great popularity of the soft. They feel, rather, that the soft are adding a reasonably profitably line. and not undermining the stiff collar business. In any event, the soft collar is here for an indefinite stay. Summer is its great time, but it will assuredly be stronger this Winter than last—and it was a strong getter then.

Some makers estimate that the soft collar business is now 25 per cent. of the collar business. We feel these figures may be a little high, taking the whole country into consideration, but certainly the percentage is getting greater all the time.

Will Show Late Fall Designs

The shirt situation is, to rather a greater extent than usual, at this season, clouded in doubt. There are some lines which were intended to be shown for Fall, 1917, to be embodied in the Spring line. It is not the intention, however, to make any distinction between these two ranges, but to combine them all into one line.

Patterns, it seems certain, are to tend toward louder and bolder designs—yet 1918 Spring will show some of the prettiest designs yet created.

Manufacturers feel that the demand will be almost entirely for the better grades—to retail at from $2 to $5, or higher. To guarantee quality to customers, such prices will indeed be necessary, for, of course, the manufacturers and wholesalers' prices will be considerably higher than for Spring, 1917.

In reference to prices, the recent Customs Regulation, which provides that manufacturers will not be called upon to pay duty upon more than a 25 per cent. advance in price effected since they contracted for cloth, has a direct bearing.

How England regards regulations calling for conservation of starch. Note that all the "dandies" shown are past their first youth—"the young ones," says the artist, are not in England these days.

How About It?

Says a manufacturer:

"In our opinion, so far as styles are concerned, the Sport Shirt has made its last appearance and everything seems to indicate that the Collar-Attached Shirt will be the popular style for outing purposes. By this we do not mean the Reversible Collar; very few of the moderate and better-dressers wish to fold in the collars over their shoulders."

The regulation is dealt with fully elsewhere in this issue. How important the change is to the shirt industry will be made clear by quoting from a manufacturer's statement made to MEN'S WEAR REVIEW before the new regulation was made known. He said:

Where the Difficulty Comes

"In reference to conditions from the shirt manufacturer's standpoint will say, to make a long story short, we are placed in such a position that we really do not know what shirtings cost us until we get them here, that is goods that are imported. This is on account of the rising condition in the cotton market, and having to pay duty on the price of material on the home market at the time of import."

A shirting might be bought in the States, say, for 60c, delivery being called for in 6 months. When it was delivered the price having advanced in the States to 90c, 42½ per cent. duty would be paid on that, though, of course, the cloth itself would be paid for at the contract figure.

"In connection with this, might mention that we do not intend to price our shirt range until the day we send our travelers the samples. Shirt manufacturers are placed in a rather awkward position on account of this feature, as we buy merchandise, figuring on laying it in at the same price. When time of shipment comes it is a different story. In other words, the only safe way is to figure when we have material laying in our building."

Some silks, and some cotton crepes, are coming in from Japan, the silks having great brightness and brilliancy of tone. The getting of silk to make possible a $5 retail price for Spring is, however, going to be difficult. Some retailers feel that as the price rises above $5 the demand for silk shirts will decrease. However, Canadian men have the money now.

CASE
MONTREAL
Annual July Sale
This year's clearance time finds us with the finest and largest stock of shirts and clothes we have ever shown. Fresh, crisp and new.
The cost of labor and materials has sharply advanced since we bought them some months ago. But—they must be sold, it being the Case Policy to carry nothing over from one season to another.
The Case label is in each—Your guarantee of perfect satisfaction.
SHIRTS
Of Silk, Taffeta, Satin Striped Zephyrs Silk Mixtures, Cotton Crepes, Batiste and Zephyr.
$1.45 Formerly $2.00 and $2.50
$1.85 Formerly $3.00 and $2.50
$2.65 Formerly $4.00 and $3.00
$1.25 Formerly $1.50 and $2.00
$3.45 Formerly $4.50 and $5.00
SUITS
$19.75 Formerly $28.00 and $25.00
$24.75 Formerly $32.50 and $30.00
$29.75 Formerly $35.00
$32.00 Formerly $40.00
CRAVATS
65c Formerly $1.00
PYJAMAS
$1.50
Plain shade swissette
Formerly $2.50
507 St. Catherine Street West
CASE
In the Drummond Bldg.
Shop closed Saturday during July and August at 1 p.m.

An effective shirt advertisement, the idea for which perhaps was suggested by a series which has been used in Men's Wear Review by a well known manufacturer.

HATS and CAPS

MORE CONSERVATIVE STYLES FOR NEXT SPRING

Expected Samples Not Out Yet, But Standard Shapes Predominate — Light Weight Cap Trade May be Revived—Fewer "Cut Price Sales" on Straws

EVENTS in the hat and cap trade are slow moving just now, for it is between seasons, and most of the manufacturers are devoting their attention to getting samples ready for Spring 1918 trade. Some are ready, but not by any means full ranges. There is a little time yet before the travellers take the road. Fall deliveries are generally reported to be well in hand, and it is welcome news that English deliveries for Fall trade are coming in as well as ever. English shipments usually come in large quantities about the end of July and beginning of August, and prospects are for normal delivery.

Many representatives of Canadian manufacturers are in New York just

now, and it is expected that by August 15 selections of Spring 1918 styles will have been made. It is hard to predict at this stage what the prevailing styles will oe, but it is stated on good authority that styles will be conservative in view of the fact that so many young men have gone into khaki, and also in view of the fact that the narrow and wide brimmed hats, along with other distinctive models, have had their run. So far it is reported that, from the standpoint of securing raw material, the factories will be well protected if deliveries are kept up as they are now. So far little difficulty has been met with along this line, and it is good to note that some months ago saw more trouble in the factories than is being experienced to-day.

More Panamas Next Year

It is interesting to note that another panama hat company is soon to start up in Canada. This addition to Canadian industry can only be taken as an indication of the development of this branch of the hat trade, and it foreshadows a bigger rush than ever for panama hats next year.

Cap Trade Light

So far the cap trade this year for Fall has been light. Some shipments of tweed caps for Fall have just been received, but caps of lighter material are receiving little attention owing to the weather conditions. In fact, some dealers are jobbing off silk caps and other light-weight caps at 25 per cent. off. But with warmer weather on hand it is expected this trade will be revived even yet. The standard golf model cap is in biggest demand for men and boys, and orders for Fall delivery should be placed early owing to the increasing difficulties in getting goods. It is expected the golf style of cap will be a winner this Fall and next Spring, because it is built on lines adaptable to many men. One large dealer finds that nineteen out of twenty men find the hat becoming to them in their respective sizes.

Children's Romper Hats

Children's romper hats in linen and other materials are strongly featured for Fall trade. This hat has a very sensible appearance, is economical, and is a good protection against the sun. Dealers are finding it a good line to handle, as this class of hat is adaptable to both girls' and boys' wear.

Woven Body Hats

The present season has been marked by the popularity of the body hat. Panama hats have always been to the fore, and Alpine crowns have reigned favorite. Flat brims have also been in good demand, though recently there has been a tendency toward the rolled brim.

For 1918 it is assured that there will be active sales throughout the season for body hats. In this class of hat, manufacturers must face the same conditions of increased costs which prevail in every other branch of the hat trade. The bodies themselves are increasing in price, for glue, sulphur and bleaching have all soared to almost the equal of one outstanding case of an article used in finishing, which has gone from 35 cents to $3.50 a pound.

"Cut Price Sales" on Straw Hats

As the season draws to a close for another year, the tendency is to cut prices on straw hats in order to clear stocks out, but this practice should not be resorted to, for no one gains but the customer, who oftentimes does not appreciate the fact. Cut prices are not expected this year, and as straw hats will cost more next year, the real value of straws might well be taught by maintaining quality and prices. By doing this, the customers of next year will not refuse to buy straw hats unless they are offered cheap.

Straw hats now in hand will have good value in 1918, for prices will undoubtedly increase owing to the fact that straw hats are being manufactured at greatly increased cost. Retailers next year will have to pay enough to cover this increased cost, and it would be a foolish practice to slaughter prices now on straw hats which will be worth more than ever next year. This should be a "No-cut season," even though there may be large stocks of hats to carry over, which previously would be cut in reckless fashion to get them out. The hats of this year are much superior in quality to any deliveries that manufacturers will make for next year, and the styles will be all right for 1918.

Care in Packing Straws

If properly packed, straw and body hats will not deteriorate, and in carrying over stocks for next Spring trade the following points should be borne in mind: The dampness, which will ruin a braid-straw hat, is a preserving factor in the case of the fibre-woven body hats; therefore, the braid hats should be kept in a dry place. They should be packed carefully in the boxes in which they come from the manufacturer, using the supports for keeping the brims from warping. The boxes should be raised from the floor and kept away from walls likely to exhale dampness.

Panama hats and body hats require the same care in packing, but do not need to be kept from dampness, as the moisture helps to keep them pliable and strong. Actual dampness, such as mildew, is not desirable, but excessive heat, such as emanates from a furnace room, will render the panama hats brittle and dry. By observing these precautions it should be possible to carry over this Summer's hats till next season with no loss of value, and it would save thereby a great deal in profit.

Will Higher Prices Result in Marketing of Cheaper Article?

Much has been written about prices and forecasts are constantly being made as to increases. This phase of the situation is still prominent, and it is bringing up the point as to whether retailers will market an inferior product in order to maintain prices as near normal level as possible, or will pay the manufacturer an increased price in order to maintain a good standard of quality, which will result in increased retail prices.

Some retailers may be of the opinion that the predicted advances have taken effect, but no matter how much this is the case, further increases are likely, for the materials manufacturers have bought during the early stages of advancing prices are practically exhausted, and in the future prices will have to be based on new quotations on raw materials. A steady increase in prices is foreshadowed for the next year above even the present prices, and manufacturers who have made up their sample lines, and who may be able to manufacture their product for a time on this basis, will later experience advances in price not anticipated, and which will compel them to raise the prices of hats further still. In ordinary times this procedure would be regarded as speculation, but under the abnormal conditions prevailing it is an assured fact that higher prices will prevail, and wise retailers will do well to give the matter their close attention, and anticipate their season's requirements as fully as possible.

EUROPE AND GLOVES

Labor Scarcity Has Cut Down Production More Than One-half—All Accessories Scarce

A GLOVE buyer states that Great Britain is largely going gloveless since England has not been able to produce enough goods for her own needs and a ban has been placed on imports of gloves. French and Italian tanners, he found, have numerous difficulties. Hard coal is limited for each tanner and sells at $40 to $55 per ton; flour is withheld from the industry and a satisfactory substitute has not yet been found; shortage of skilled labor and a high minimum wage scale are of course general complaints. Women, especially in France, are doing other work more directly connected with the war and their assistance is lacking in the glove trade. The careful hand-cutting practically is no more. All accessories are high and scarce. Orders for fasteners must be placed from seven to eight months ahead. Altogether, this buyer estimates the glove production in Europe this year to be only about 40 to 50 per cent. of the demand.

OFFICERS OF MANITOBA R.M.A.

The officers elected for the ensuing year at the convention of the Manitoba Retail Merchants' Association follow:—

President, J. W. Kelley, Winnipeg; 1st Vice-president, R. J. Campbell, Brandon; 2nd Vice-president, F. Sparling, Winnipeg; Secretary, J. H. Curle, Winnipeg; Treasurer, T. A. Connell.

Members of the Dominion Board—C. F. Rannard, A. G. Box, J. A. Banfield, J. H. Curle and W. T. Devlin, Winnipeg.

Advisory Board—William Chambers, Hamiota; A. F. Higgins, Winnipeg; W. Jamieson, Selkirk; D. D. McDonald, Dauphin, and C. F. Rannard, Winnipeg.

NECKWEAR

NECK-WEAR FOR FALL SHOWS FINE QUALITY AND DESIGN

Rich New Silk Develop Delicate Patternings—Satins, and Ombre Rainbow, and Shadowed, are Popular—Printed Failles Keeping to the Front—Christmas Lines Being Considered, Some Boxed—Early Buying Advised.

INFLUENCES of the late Summer linger in the lines of Fall neckwear now being brought to completion by designers and manufacturers. Some of the gayer hues of early Summer have vanished. Dame Fashion in wearing apparel follows the doings of Dame Nature, and the exuberant excitement of the lighter colors which have gladdened the eyes of neckwear connoisseurs in early Spring tends to become more subdued at least as regards ground colorwork.

Neckwear which rivalled the glories of daffodils, crocuses, and new green grass now passes through the glowing warmth of its Summer stages, and proceeds on towards the richer depths of the Fall fashions as regards colors. There is plenty of color in the Fall in nature as well as in neckwear, but it is color which gleams and glows in the lights, and dulls down subtly in the shadows. Exceedingly true of the latest in Fall neckwear this season.

Rick New Effects

In the higher priced neckwear fabrics being made up now into samples of neckwear which will be shown shortly to men's wear dealers throughout the Dominion there is great wealth of good taste. Patterns, and combinations of color are in wonderful variety. The materials are of remarkable quality. It must be remembered that though the war has affected neckwear fabrics to some extent, no amount of belligerence in the world can absolutely prevent the manufacture of high class goods if commerce still demands them, and (this is essential) is willing to pay the price. These fine new goods for the Fall of this year coming from exclusive mills and made into the classes of neckwear sold to exclusive buyers in the men's wear business, make up into ties which sell wholesale at from $12.00 to $15.00 per dozen, and in some cases more. Silks at from $2.50 and up per yard bought direct from the mill, and in big supplies at that, make up into wonderful cravats. The designs on such silks are miracles of ingenuity.

Elaborate Woven in Patterns.

These are not printed fabrics, but intricately woven-in designs are revealed in them, every pattern refreshingly novel, and many of them outstandingly clever. To the customer inclined to look into patterns in fabrics of which ties are made these new high-priced Fall ties will be a delight. Quaintly conventional leaf designs are varied with delicate tracery, and the clever introduction of brightly hued dots, cubes, and spot-clusters, with geometrical patterns of neat and unobtrusive nature forms a feature of the new ideas.

Early Fall Tie in the new "Crystal Weave" material. Shown by Tooke Bros., Ltd., Montreal. This tie would retail at 75 cents. "Crystal Weave" is shown in a good range of patterns.

There are wave patterns in which the design ripples gracefully over the fabric, the color work being subdued. Some of these come in simple black and white, some with variations of silver grey and some with green threads interwoven. There are also the sombre shades of brown and purple which come forth towards the Fall, and inevitably prove good sellers.

Lance and Cluster Spot Goods.

In lance effects, and cluster spot designs there is great wealth of choice this Fall. The cluster spot fabrics are like a starry night in depth, with seemingly as infiinite variety in the spot-clusters as ever the Heavens display to the human eye after night-fall. There is consumate art in the assembling of those simple spots of white upon their ground of black or glorious dark blue. Made up into ties these fabrics will prove wonderful attractions. The designs, while, elaborate seemingly have the peculiarity of possessing that unobtrusiveness when made up and tied, which is probably their chief charm. After the rampageous colors of many Summer lines these chaste designs will come like Autumn breezes. Many of them, however, will no doubt not be seen by the consumer until Christmas. They will make splendid gift ties appealing as much to the quiet good taste of the man for whom they may be intended, as to the feminine delight in things good to look at which possesses their lady purchaser of generous intent.

A Quality of Radiance

One remarkable fact about these fabrics is the trick they have of revealing unexpected color-charm as the light and shadows play over them. There will seem to be nothing but cool shades in one piece, but at a different angle there

UNION MADE

The smile that goes with

"Railroad Signal" OVERALLS

Made to please your customers—What better can we do?

MANUFACTURED BY

The Kitchen Overall and Shirt Co., Limited

Factory and Head Office:
BRANTFORD, - ONTARIO

Western Sales Agents:
HANLEY & MacKAY
407 Hammond Block, Winnipeg. Man.

If any advertisement interests you, tear it out now and place with letters to be answered.

will glow up suddenly a warm blush of ruddy hued light. Another pattern will present an almost dull appearance for an instant, but before long a gleam of green will have flashed out, and for a little while that color spot will have rule over the eye.

A distinctive line shown by Tooke Bros.

It is these little dancing touches of life in designs that set the girls talking about the lovely ties "So-and-So" wears. Unconsciously also men are influenced by the color gleams, and flashes of brilliance which fascinate by their delicacy in contrast with the quiet tones and rich subdued quality of the woven patterns. But as an expert in the matter of ties said when looking at a range of these new fabrics: "It's the goodness in the stuff that shines up." The quality of these finer goods can be easily felt. It pays to let the prospective customer feel the tie between his fingers. The feel of such fabrics is a feel of excellence.

Christmas Ties and Boxed Goods.

That these higher priced fabrics will go into Christmas ties this year has been pointed out as possible. They have the worth that makes them good for gift ties. As regards the Christmas lines the travelers will be on their way forth with these earlier, it is confidently expected, than usual this year. September may find them well on their way. It is wisdom on the part of men's wear dealers in 1917 to secure Christmas lines in good time. There may be shortages, and there may be delays in manufacture. Just at the time of writing nothing is certain but this, that the manufacturers are doing their very best to put forward the making of all classes of goods which will be required for the balance of the present year. Some are even working with Spring trade 1918 in view also. Events are in the air which make for uncertainty. To put it bluntly, conscription may take away a share of the labor required to ensure output on time.

About Boxed Goods

While the fact that a tie is suitable for a gift, and for Christmas trade in all respects, does not necessarily imply that said tie must be boxed, and bought boxed from the manufacturer, still there is a good deal of strength left in the Christmas line of boxed goods in the neckwear business. There will be a big showing of ties in holly-leaf boxes. Manufacturers are getting ready for that business. There will be a demand for these gaily boxed ties, and fancy ties with Christmas pattern weaves will have their usual vogue in all probability. Time-honored holly and mistletoe patterns will find their old familiar avenues of trade. But for the distinctive trade there will be the rich, quiet, high-priced lines referred to, and the variety in these is big enough to allow for exclusive sales to exclusive dealers all over the Dominion. Some high-priced lines may be found boxed, but there is a tendency to abandon the boxing of neckwear, even gift neckwear of late on the part of manufacturers. For one thing boxes are less easily obtained in these belligerent days.

Satins Going Strong

In the popular lines ombre are once again coming well to the front for Fall wear. These are being made up to show in many combinations of color, but the warm rather sombre hues of Fall reds, dark browns, and blues tend to relieve the brighter effects now. They make good holiday lines, and sell well. With these may be classed the Jacquard patterns which are still exceedingly strong, and likely to be so for Fall.

Satin stripes are popular ties. There will be shown many pleasing varieties of these designs. The stripes are in breadth about an inch and a half to two inches. Usually a dark stripe relives a rich bright colored band. They set diagonally.

Large patterns and bright colors will still be found in abundance for Fall. They may continue until next Spring. There is a style of pattern now seen in the making up which is so large in its flower motif that about one flower to a tie will be all that the cutter can work in. Of course when tied up the mighty bloom becomes merely a brilliant and irregular design with a floral suggestion. In the piece, before being cut the flower design is imposingly huge. Cerise and bright blue form one color combination seen in this particular pattern.

Satin Checks Will Appear

There will be checks in the Fall showings this season. These are going to develop perhaps quite noticeably. The early showings are large but can hardly be called loud, for when tied up the checks do not absolutely dominate the tie. Similarly with the striped satins. The knot of the tie is all stripes, and under the knot there are stripes, but the lower part of the tie is plain.

Ombres in rainbow, and shadow satin with stripes in which the stripe is the ground color, are coming in various color ideas. A popular color taken generally this season has been green. Fall taste may incline more to the warmer colors, especially as green has had a big Summer vogue.

Printed failles, by the way, show steady tendencies to remain popular, and many new lines of these will be shown this Fall.

The Matter of Price

It is a matter of common knowledge now that silks have had their share in the advances due to the war and its effects on world industry. Silks in England have actually advanced by one shilling a yard (24 cents) since the 24th of May this year. The advance in this part of the world has been less pronounced, it is said, but there have been advances, and the neckwear manufacturers have felt them. Nevertheless the popular priced ties have not altered more than a dollar a dozen upwards. Ties that used ot cost $4.50 a dozen, are now $5.50 a dozen. These retail at 75 cents each, and the 75 cent tie is the popular priced tie at present in a great many places. The higher priced silks have advanced also, but not as markedly as may have been imagined. It is still possible to get high-grade goods at from $9.00 to $15.00 per dozen.

CLYDE MILLS DESTROYED

The Clyde Woollen Mills, operated at Lanark, Ont., by the Boyd Caldwell Company, Ltd., were completely destroyed by fire on June 21. The loss is estimated at $150,000 and about one hundred employees have been thrown out of employment.

ROLLING 'EM UP.

"ROLLING 'em up" is the name given to a new 12-inch bronze statute of Uncle Sam. It is his sleeves he is rolling up in order to "handle" the Kaiser.

IT IS proposed in France to adopt a "national shoe" for the benefit of refugees and people who are unable to pay 50 francs a pair. Expensive shoes with high tops will still be made for the wealthy. A novelty was made of bright green kid perforated to show an inner section of white kid.

H. W. Beauclerk and George B. Fraser of Greenshield's, Limited. Montreal have been elected directors of the Bank of Montreal. Mr. Beauclerk is a son-in-law of Lord Shaughnessy.

The Novel Seal Means Quick Sales!

Here's a new wrinkler that speeds up sales of the well-known

KING "STAY-IN-SHAPE"

Patented Cravats

Attached to the end of every KING "STAY-IN-SHAPE" cravat, there will now be found a striking, red seal.

This flashes a *selling message* in your customers' eye just as quick as *you've* caught it in this picture.

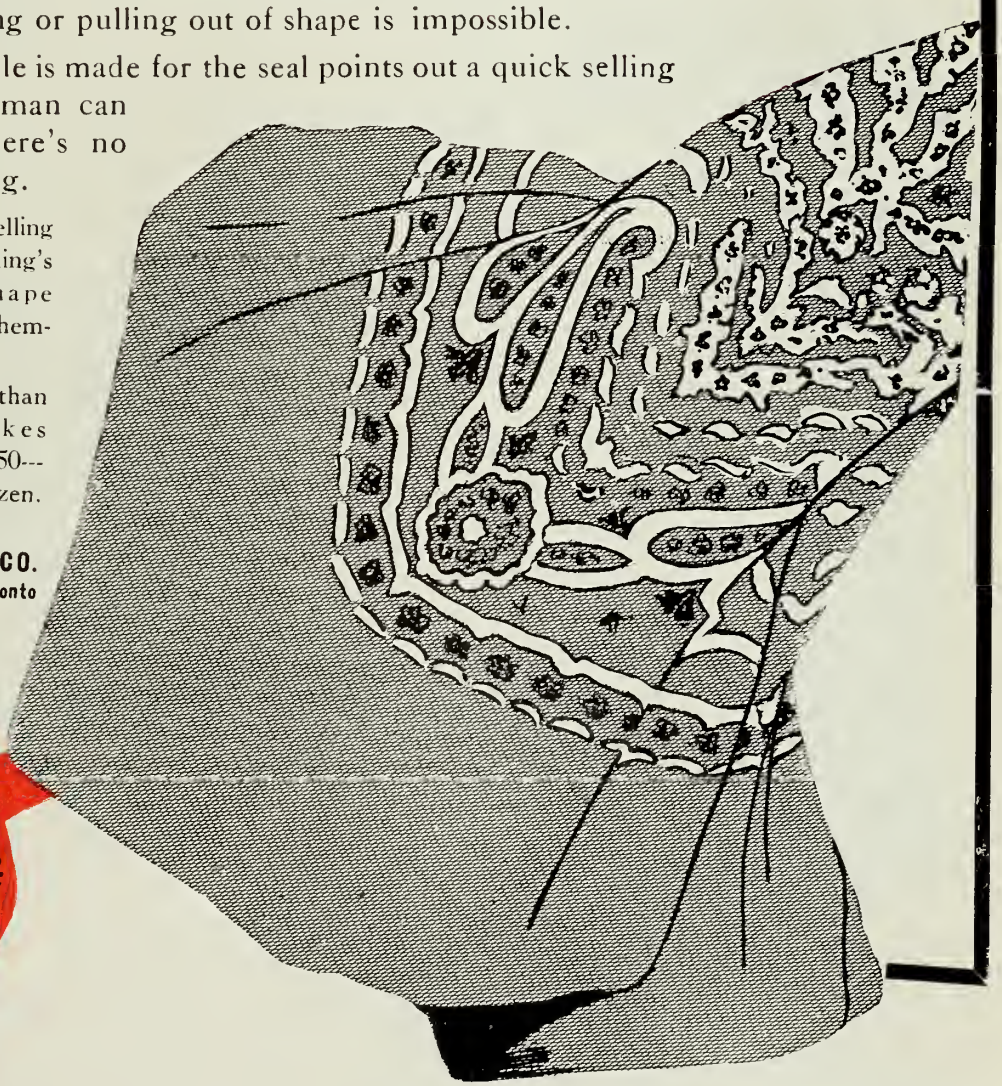
It's novel! It's different! He reads it—turns over the back of tie to see the two rows of patented stitches that keep the lining in place so that ripping, twisting or pulling out of shape is impossible.

And, Presto!—the sale is made for the seal points out a quick selling argument that no man can pass up — and there's no time lost explaining.

Hitch up to this new selling scheme and watch King's Stay-in-Shape Cravats sell themselves.

Cost no more than ordinary makes ---$4.75- --$5 50--- $7.50 per dozen.

THE KING NECKWEAR CO.
468 King W., Toronto



CANADIAN OVERSEAS BADGES

We are the Largest Makers

in England of Canadian Overseas badges. Since August, 1914, we have cut over 500 dies for the Canadian Contingents.

APPROXIMATE PRICES:

Cap Badges—Maple Leaf, $8 per 100.
" " Numbered battalions, $12 per 100.
Collar Badges—Maple Leaf, $8 per
" " Numbered battalions, $15 per 100.
Shoulder Titles—Plain Canada, $8 per 100.
" " Numbered battalions, $15 per 100.
Single numbers, 75c per 100.

We can give immediate deliveries of most badges numbered from 1 to 238. Special quotations on quantities. Write or cable for catalogue.

J. W. Tiptaft & Son, Ltd.
Northampton St., Birmingham, Eng.
Telegraphic Address, "Tiptaft, Birmingham"
Cable Code, A.B.C. 5th Edition

"Craftana"

Registered No. 262,005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

THE WINNERS

POPULAR

NECKWEAR

(TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED

301 ST. JAMES STREET, MONTREAL

If any advertisement interests you tear it out now and place with letters to be answered.

ALPHONSE RACINE LIMITED
OF
MONTREAL

Are Gents Furnishing Specialists

In connection with their

2 SPECIAL DEPTS. 2

Looking after every detail of men's needs

Dept. F—Men's Heavy Furnishings
Dept. I—Men's Fancy Furnishings

They manufacture in four fully equipped and up-to-date factories

"HERO" Fine Shirts	"STRAND" Shirts de Luxe
"MAPLE LEAF" Overalls and Smox	"SAMSON" Tweed Pants and Working Shirts

and "RECORD" Hosiery and Sox

Alphonse Racine Ltd.

Dry Goods Jobbers and Manufacturers

60-80 St. Paul St. West MONTREAL

FACTORIES:—Beaubien Street, Montreal, St. Croix, St. Denis, St. Hyacinthe

N.B.— OUR LETTER ORDER DEPT. will gladly submit samples of specially interesting numbers

11 to 19 12 to 19 13 to 18

Your customers' requirements are fully met in

KANT KRACK
TRADE MARK COATED REGISTERED LINEN

Composition Collars

A wide variety of Modern Styles, coupled with a remarkable Linen-like Finish, have made KANTKRACK Collars favorites everywhere with discriminating men.

Get your share of this worthwhile trade by stocking and displaying the KANTKRACK line. Whatever your customer's fancy may be you can satisfy him with a KANTKRACK and secure additional prestige and profit at the same time.

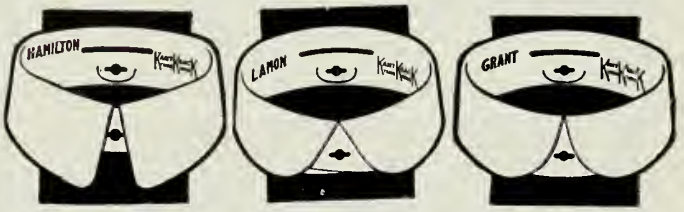
KANTKRACK Collars are *Made in one Grade only, and that the Best.* One price to all.

Don't forget "K K K" when ordering waterproof collars.

The Parsons and Parsons Canadian Company

Makers of the famous KANTKRACK *composition collar*

HAMILTON



12 to 18½ 14 to 19 12 to 18½

If any advertisement interests you, tear it out now and place with letters to be answered.

Patented button-down skirt showing neat jacket effect.
Skirt up showing suspenders which are attached to back of jacket
Showing the convenient drop seat arrangement.

Patented in Canada

You'll Find this One-Piece Work Suit a Brisk Seller

It's easy, comfortable and durable, and has all the advantages of separate smock and pants.

No loose coat tails, no binding belt, no tiring shoulder straps. Made like a neat-fitting suit of clothes with concealed elastic patented suspender and patent drop seat.

Order a supply now, before the cotton market advances again.

This Trade Mark Guarantees Satisfaction.

ARM & HAMMER BRAND
SHIRTS OVERALLS
J.A. HAUGH MFG. CO. LTD.

The J. A. Haugh Manufacturing Company, Limited

TORONTO - - CANADA

Taylor-Made

Garment Hangers

No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trouser Bar, at

$7.50 PER HUNDRED

Orders shipped the day they are received.

The Taylor Mfg. Co.
Hamilton Ontario

Mr. Merchant:

When you are finished with this paper pass it on to your clerks. It will help them to help you, which means increased business.

If any advertisement interests you, tear it out now and place with letters to be answered.

"DOMINION RAYNSTERS"

Made in Canada

Our salesmen have started out with a full range of "Dominion Raynster" samples for 1917-18. We believe the showing is the finest ever made in Canada. No Clothing store can afford to place an order for next Spring's business without first seeing the "Dominion Raynster" line.

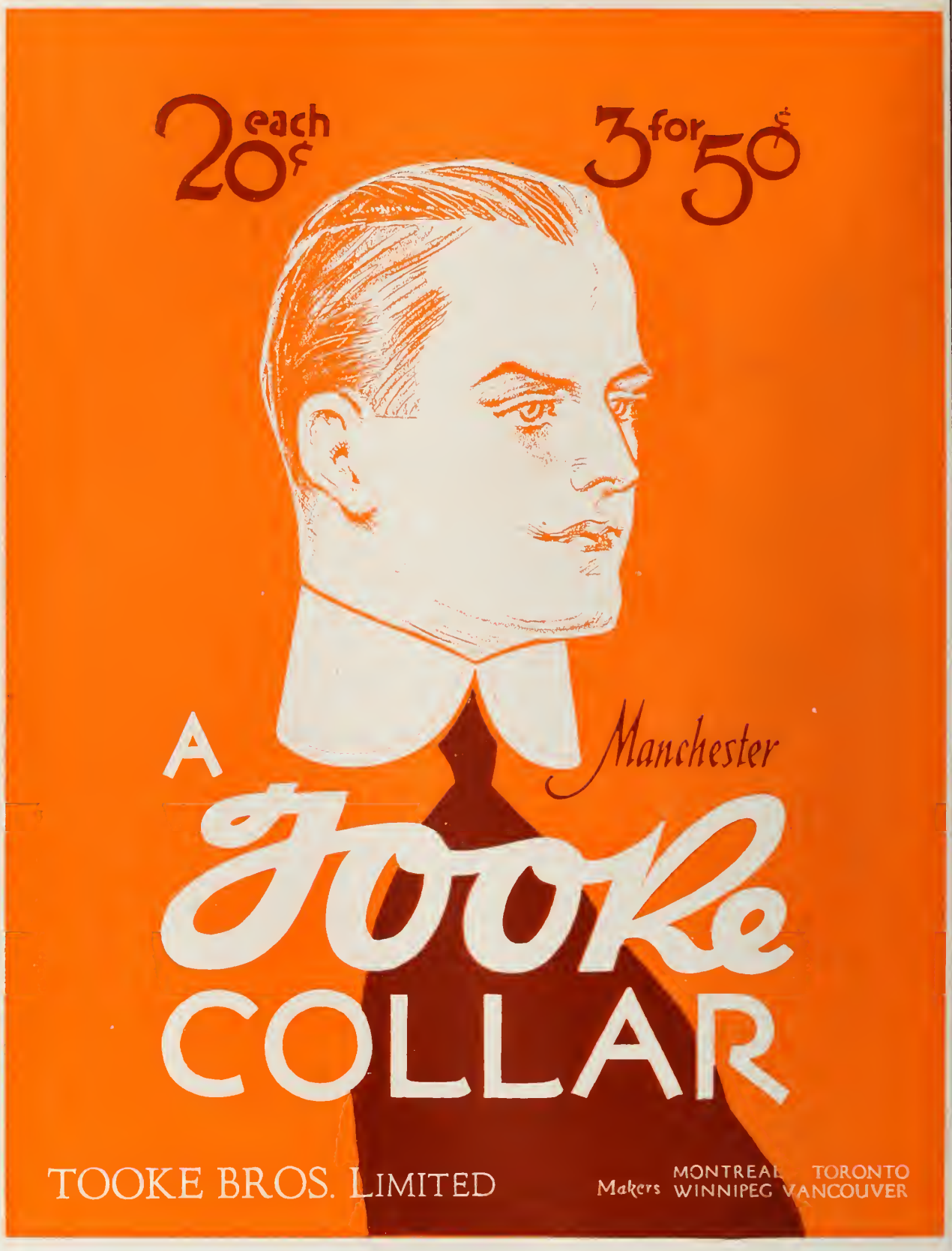
"Dominion Raynsters" are strictly "Made in Canada" garments and represent the newest designs and styles in Raincoats for men, women and children.

If our salesman does not come your way, please advise our nearest branch, where your letter will receive prompt attention.

Canadian Consolidated Rubber Co., Limited

HEAD OFFICE: MONTREAL

Service Branches at Halifax, St. John, Moncton, Quebec, Ottawa, Kingston, Belleville, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver, Victoria.



The above is a reproduction of the show-card just produced, showing one of our latest collars. *Ready for delivery.*

TOOKE BROS., LIMITED

MONTREAL TORONTO WINNIPEG VANCOUVER

"SPRING BUYING AND FALL MERCHANDISING NUMBER"

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VII. PUBLICATION OFFICE: TORONTO, SEPTEMBER, 1917 No. 9

ARROW

form-fit

COLLARS

CLUETT, PEABODY & CO., INC., *Makers, Montreal*

Coppley, Noyes & Randall, Limited

Hamilton :-: Ontario

He's particular—but the styles like those shown on opposite page are bound to satisfy him.

Note the clever designing and snappy exclusiveness of the CAMBRIDGE lines illustrated. They are just what you need right now in order to cater to the large numbers of youths who will soon be returning from the vacation farm work to resume studies in High Schools and Collegiates.

These young men are particular. They've got money to buy the style they fancy and they're going to get it.

In **your** store?

Yes, if you connect with us now and use the sales creating sample books we'll send you. We outfit you complete to handle this profitable made-to-measure business. Style Books, Charts, etc.

A line to us to-day will be a step towards brisker and better selling. Just a postcard.

Coppley, Noyes & Randall, Limited

Hamilton :-: Ontario

ANNOUNCEMENT

Our road representatives are now showing a very complete range of samples for

FALL SORTING AND SPRING, 1918, PLACING OF

H.B.K BRAND.

FINE DRESS GLOVES

for Men, Women and Children

FINE FABRIC GLOVES

for Men and Women

also our lines of

HEAVY WORK GLOVES AND MITTS

You will find our prices very interesting, and that our products all conform to the high standard of excellence the trade has grown to expect from this house.

We urge you to cover your requirements now.

The Hudson Bay Knitting Co.

Limited

294 Lagauchetiere Street West, - Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

Leishman Styles Are Distinctive Always

Leishman Tailored Garments for Men attract the patronage of those particular customers who really are the style-fixers for their community.

Particular men who desire distinctive clothes are careful to select the dealer who carries distinguishing styles. These men of discriminating taste are the most valuable customers. Win their trade by featuring the Leishman line.

Place Spring Orders Early

To make sure of deliveries, dealers should place their orders for Spring stock at the earliest possible date.

AND FURTHER DEVELOP YOUR SPECIAL ORDER DEPARTMENT.

By handling the Leishman High-grade Tailored Garments for Men, the dealer will build for his store a reputation which will attract the best trade to his store not only for clothing but as well for furnishings and smart accessories in keeping with the clothes they wear.

Wm. H. Leishman & Co., Limited

68 TEMPERANCE STREET, TORONTO

Makers of the Best Tailored Garments for Men

Taylor-Made

Garment Hangers

No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trouser Bar, at

$7.50 PER HUNDRED

Orders shipped the day they are received.

The Taylor Mfg. Co.
Hamilton Ontario

THE VERY LATEST

TEDDY BEAR PLUSH CAPS

with Patriotic Lining

(*Red, white and blue satin*)

For your customer who wants something real classy, something distinctive, we recommend our new range of FALL and Winter caps.

This is one of the choicest lines we have ever turned out.

We want you to get acquainted with the record-smashing styles and values it contains. We'll gladly submit samples. Write us.

Boston Cap Company

Wholesale and Retail Manufacturers of Hats and Caps

338 ST. URBAIN ST. :-: MONTREAL

Stifel's Indigo Cloth

Standard for over seventy-five years

For Men's

Overalls, Jumpers and Uniforms

and

Miss Stifel Indigo

the kid glove finish cloth for women's

Overalls and Work Clothes

Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the women's work garment business.

Manufacturers, Dealers, look for the boot trade mark on the back of the cloth when buying—it's your guarantee and your customer's guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.

STIFEL REGISTERED

J. L. STIFEL & SONS

Indigo Dyers and Printers WHEELING, W. VA.

NEW YORK.....260-262 Church St.
PHILADELPHIA.....1033 Chestnut St.
BOSTON .....31 Bedford St.
CHICAGO.....223 W. Jackson Blvd.
SAN FRANCISCO
Postal Telegraph Bldg.
ST. JOSEPH, MO....Saxton Bank Bldg.
BALTIMORE .....Coca-Cola Bldg.
ST. LOUIS .....928 Victoria Bldg.
ST. PAUL. ..... 238 Endicott Bldg.
TORONTO ..... 14 Manchester Bldg.
WINNIPEG .....400 Hammond Bldg.
MONTREAL....Room 508 Read Bldg.
VANCOUVER..506 Mercantile Bldg.

Copyright 1917, J. L. Stifel & Sons

If any advertisement interests you, tear it out now and place with letters to be answered.

—a trade mark you can "bank" on where quality and value are concerned

College Brand Clothes, an established institution!
No experimenting, no hap-hazard guessing or imitating!
But an acknowledged criterion of value, style and honest merchandise.

Notwithstanding the great scarcity of desirable woolens and good trimmings,

College Brand Clothes

offered for Spring, 1918, are again leaders in ready-to-wear men's clothes.

Now, Mr. Good Merchant:---

A word to the wise is sufficient.

Our travellers are out now and will be pleased to show you through the entire range of Fabrics as well as the new and exclusive smart styles of men's and young men's **High Class Dependable Clothing** for you to sell at **popular prices with a good profit.**

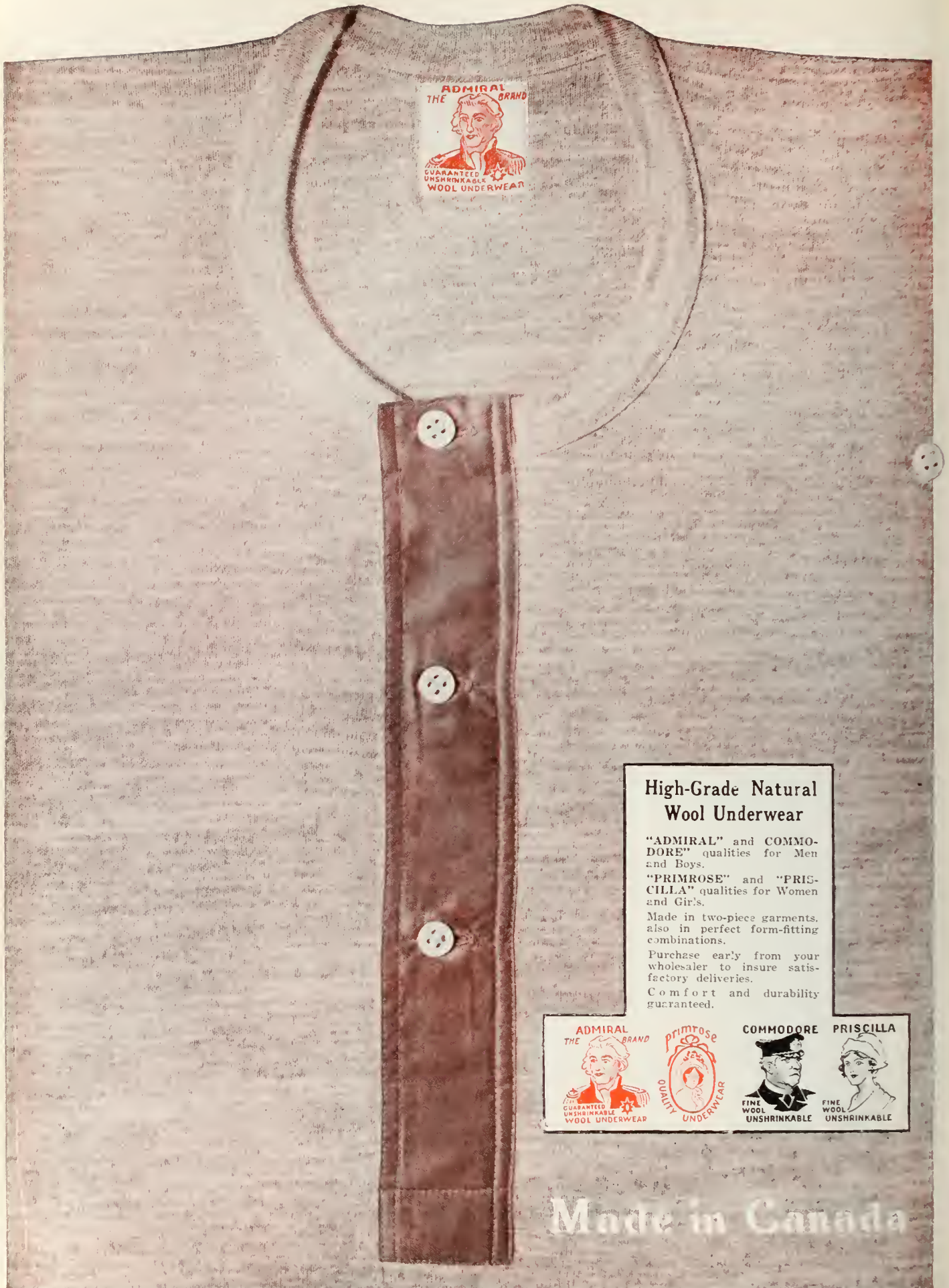
If our representative is not in your locality drop us a line and we will get him there in a jiffy, or, better still, send samples for your inspection and comparison Express Prepaid.

Stock on hand for immediate delivery in Suits and Overcoats.

The College Brand Clothes Co., Limited

45 St. Alexander Street, Montreal

(READ BUILDING)



High-Grade Natural Wool Underwear

"ADMIRAL" and COMMODORE" qualities for Men and Boys.

"PRIMROSE" and "PRISCILLA" qualities for Women and Girls.

Made in two-piece garments, also in perfect form-fitting combinations.

Purchase early from your wholesaler to insure satisfactory deliveries.

Comfort and durability guaranteed.

Made in Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Not just to catch trade— but to hold it

Style attracts custom, but it is Service that holds it. And it is just in service, "*Style-service as well as wear-service*," that our clothes excel.

Models for Spring, 1918, embrace garments which will appeal to the younger man desiring the acme of style, fit and distinction in his apparel, and also clothes, for the more conservative man, which are comfortable and correct.

See our line. You will recognize it as a business-builder.

CLOTHES CLOTHES K&S CLOTHES CLOTHES

Kaplan, Samuelsohn & Co.

Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

Barbisio Hats

Est'd since 1862

Made at Sagliano, Micea, Italy

The best Italian hat for quality and colors. Renowned for its regularity in all colors. Hats sold for fall already delivered. Stock on hand.

Our salesmen are now out with Spring Samples. If interested, write us and we will instruct our traveller to call and see you.

The Buckley Drouin Co., Ltd., Montreal, *Agents for Canada*

PANAMAS

Sold direct to the retailers

We are the only exclusive Canadian manufacturers of Panamas, selling direct to the retail trade.

Our prices are fully 20% cheaper than your ordinary suppliers.

Our salesmen are now on the road with our samples. To make sure you will see our samples, drop us a word and we will instruct our traveller to call and see you.

The Federal Panama Hat Company

164 McGILL STREET, MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

The
"PICCADILLY"
A distinctive model for stylish young men, featured for Spring, 1918.
Our range of models is the last word in style for both the fashionable and conservative dresser.
"Our salesmen are now on their respective territories."
B. Gardner & Co.
Makers of "Good Clothes"
85 St. Catherine St. West, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

MADE IN CANADA

THE Lang SHIRT

For Men and Boys

Our Spring range, now ready for your inspection, offers unusual values.

We show a few—a very few—of our striking patterns on the opposite page. You'll be delighted with our full range.

We make our shirts with your name on them, if you wish. But the workmanship and quality are always that of the Lang shirt.

In every detail we meet all requirements. Silk and Cotton Shirtings, for instance, tend to shrink. To offset this we make shirts of this material a little oversize.

And Our Boys Shirts and Blouses

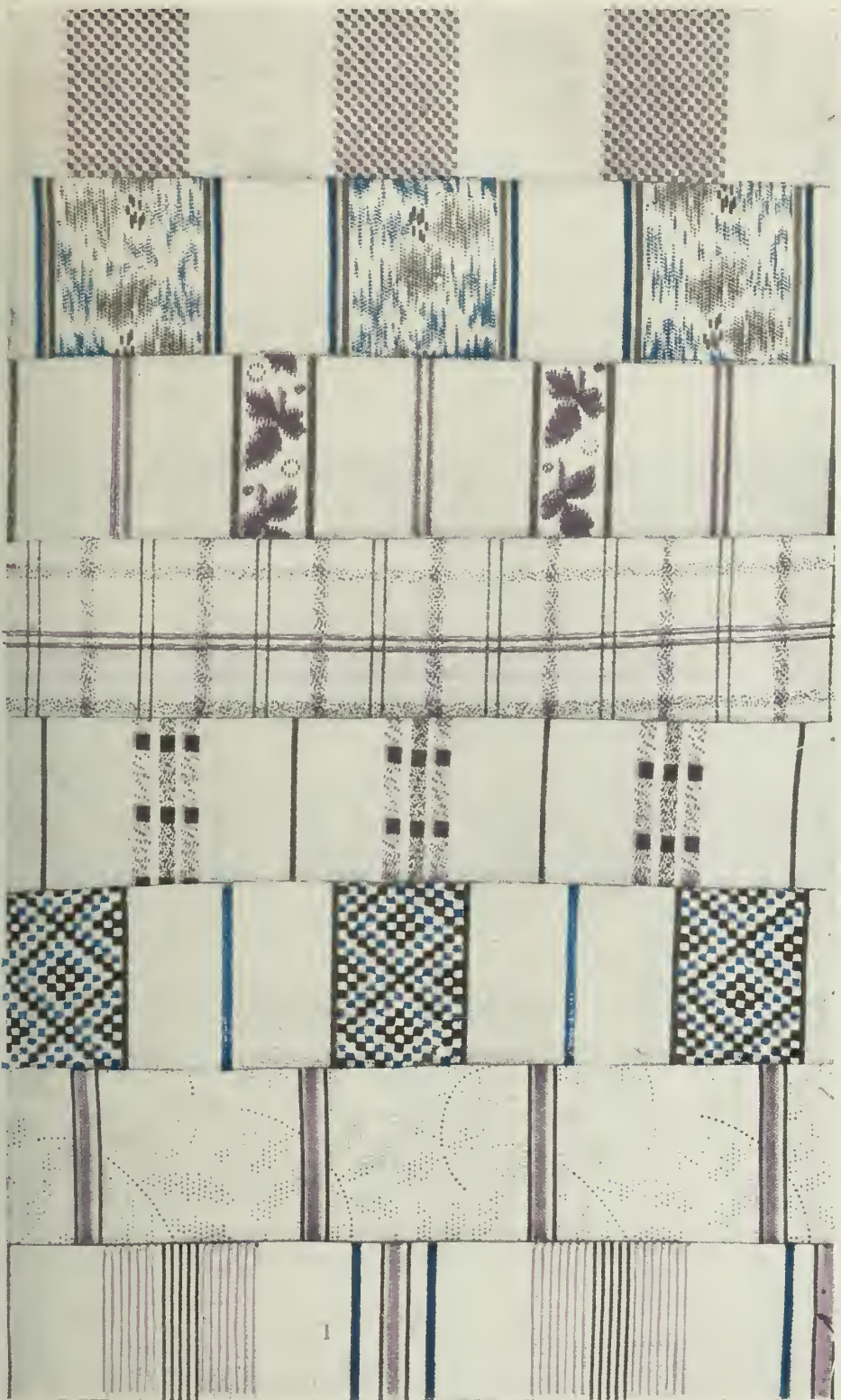
You're aiming to build bigger business with the boy. These shirts and blouses of ours will help. They are made for the Canadian boy and meet his needs.

But examine our full Range. If our Traveller does not call soon, send us a line or wire.

The
Lang Shirt Co., Ltd.
Kitchener, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

A Few of Our Spring Shirtings



Style K314. Shown also in blue and green.

Style O115. Shown also in heliotrope and pink.

Style Q32. Shown also in blue and green.

Style Q34. Shown also in blue and brown and pink and green.

Style O116. Shown also in blue and pink.

Style O125. Shown also in heliotrope and green.

Style O110. Shown also with blue stripe and black dotted ground and blue stripe and blue dotted ground.

Style L314. Shown also in blue.

We have the widest variety of designs, colors and materials from $12.00 to $60.00.

THE LANG SHIRT COMPANY, LIMITED

KITCHENER, ONTARIO

Patented button-down skirt showing neat jacket effect.

Skirt up showing suspenders which are attached to back of jacket

Showing the convenient drop seat arrangement.

Patented in Canada

This Popular One-Piece Work Suit is worth pushing

You'll find it a big favourite with the man who spends practically the entire day in overalls. It's easy, comfortable and durable, and combines the appearance of a suit of clothes with the advantages of separate smock and pants.

Note the unique features—just the thing to catch the fancy of the discriminating workman.

Get your order in early.

The J. A. Haugh Mfg. Co., Limited

Toronto, Ontario

ARM & HAMMER BRAND
SHIRTS OVERALLS
J. A. HAUGH MFG. CO. LTD.

Everyman's Pants

UNION MADE

Fancy stripe trouserings	$2.50 to	$5.00
Tweeds, trouserings	2.00	5.00
Blue serge, cotton warp	2.50	3.00
Blue serge, all wool	3.25	6.00
Hairline	3.25	3.50
Corduroys, all shades	3.50	4.00
Whipcord, Grey	3.00	3.50
Whipcord, Fawn	4.00	——
Unearable Tweed	3.00	
Khaki (U.S. Army Drill)	2.00	

FOR THE MILLIONAIRE

Made in Canada

"Everyman's" TRADE MFD BY DAVIS BROS MARK

For Canadians

FOR THE MILLION

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

The "Davis Storm Resista" Waterproof Coats

continue in popularity throughout the *whole of the Dominion.*

Newest cloths and styles for *Men, Women and Children* for immediate and the Spring of 1918 are now being shown.

Give your requirements to our travellers, or write to

H. E. Davis & Co.

117, 119 and 121 St. Henry Street

Montreal, Canada

For the youngster entering knickers to the man who has long forgotten them—

Peck's Clothing

offers merit and unusual value.

A line that can ably care for your two most important departments—

MEN'S AND BOYS'

is worthy of special consideration. It means a time-saving in buying and a uniform service in delivery.

We offer you this dual service with a *wide range of samples* for Spring, 1918, now in our salesmen's hands.

John W. Peck & Co.

LIMITED

Montreal Winnipeg Vancouver

The Dufferin Shirt Company, Ltd.

914-916 Dufferin Street, TORONTO

We announce to the Trade that our range of Shirts and Pajamas for Spring and Summer, 1918, is now ready.

We would especially call attention to our very select showing of silk fabrics. These we have in a large assortment of patterns and designs, and at a wide range of prices.

See also our percales, zephyrs, etc.

For Fall, 1917, sorting we can deliver a certain quantity of flannel shirts —also bath robes and house coats for Fall and Xmas Trade.

Look for our Representatives.

Taylor-Made

"STOP"
being peeved with cap customers

Here is a new cap case and a handsome piece of store furniture. Displays and keeps in order fifteen dozen caps and will only occupy three square feet of floor space.

It is a pleasure to sell caps from this case, as every cap in stock can be shown and replaced in stock with very little effort. You have no broken boxes, no trouble to find any size or price.

Order one to-day by mail, on thirty days trial. If not satisfactory in every way it can be returned at our expense. Price $12.50.

The Taylor Mfg. Co.
Hamilton Ontario

GOOD DISPLAY
MEANS GOOD SALES

Herewith is illustrated the Dale half-bust-form shirt Displayer. It enables the arrangement of unit trims in window, or show cases—wherever in the store space is available.

Such displays attract attention—bring sales.

EXAMINE OUR COAT FORMS AND OUR ARTIFICIAL FLOWERS.

The natural curve to the neck insures perfect fit.

Use of these will brighten your Fall displays.

Dale Wax Figure Co., Limited

109 King Street East, Toronto, Ontario
Montreal Office - 142 Bleury Street

If any advertisement interests you, tear it out now and place with letters to be answered.

STAPLE SUITS and OVERCOATS
at Advance of only $3.50 over Pre-War Prices

We have a large quantity of staple styles in Suits and Overcoats in old qualities—some complete, others in process — which we propose selling at an increase of only $3.50 per suit or overcoat over the Pre-war Prices.

This extra charge covers only the increased cost of lining and manufacture. We are not taking advantage of the cloth situation to get an extra profit, but we do want our customers to profit by this exceptional offer.

In a number of the best lines the cloths are entirely used up, therefore we cannot submit samples, but a wire or letter will bring to you a finished garment showing style and sizes we have completed or in process of making.

The McALPINE-RICHARDSON CO., Limited
TORONTO

Fit
Finish

WATERHOUSE WARRANTED
BRAND
UNSHRINKABLE
REG'D.
HIGH GRADE UNDERWEAR

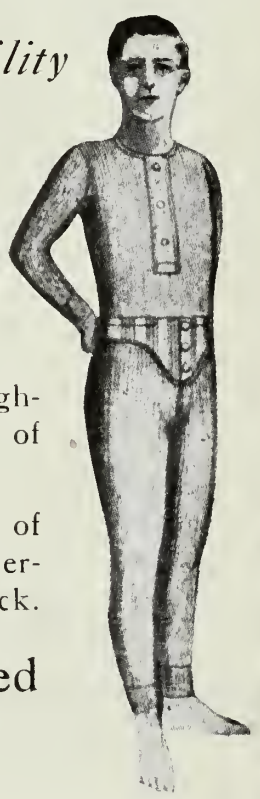
and
Durability

Maple Leaf
Brand and
Dr. Neff's
Sanitary

UNDERWEAR

You can depend upon these reliable lines of High-Grade Underwear to satisfy the requirements of your most particular customer.

There's comfort, fit and long wear in every suit of Maple Leaf Brand and Dr. Neff's Sanitary Underwear. Try these lines when ordering your new stock.



Thos. Waterhouse & Co., Limited
INGERSOLL, ONTARIO

WOODS & HOWARD, Coristine Bldg., MONTREAL
Selling Agents for Quebec and Maritime Provinces

If any advertisement interests you, tear it out now and place with letters to be answered.

Every workman in your town is a prospective customer when you stock the "TAPATCO" Glove line

More soft hands are tackling rough jobs now than ever before. They need protection that will not interfere with the efficiency of their work.

"TAPATCO" Gloves are always a good selling line and the greater activities in farm and factory just now will speed up the dealer's sales of working gloves, particularly if he's well stocked with the "TAPATCO" line.

Made in Gauntlet, Knit Wrist or Band Top Styles in Heavy, Medium or Light Weights. Leather-tip, Leather and Leatherette Faced Gloves. Jersey Gloves and Mitts, in Tan, Slate or Oxford. A "TAPATCO" for every job.

Insist that your jobber furnishes "TAPATCO" Brand.

THE AMERICAN PAD and TEXTILE COMPANY

CHATHAM -:- ONTARIO

We Offer You the Best Suit Values on the Market

BANNOCKBURN TWEED SUITS

for men and boys, in all styles.

Because we specialize on these suits we can assure you a 20% saving by buying from us.

And we stand prepared to make prompt deliveries.

Write for sample suit. We prepay express charges.

The Bannockburn Clothing Co.

Wholesale Tailors

319 St. James St., Montreal

New Forms to Stimulate Your Clothing Business

Men's Coat Form at Left.
Sateen Covered, as cut.....$8.00
Black Jersey, Covered 6.00
Add for Arms 1.50
9 in. Base The New Non-Scratch Weighted Wooden Mahogany finish—or Metal, Ox. Copper if desired.
Vest Form at Right.
Sateen Covered, as cut.....$5.50
Black Jersey Covering 4.00
7 in. Base.

Herewith we show two recent additions to our stock. The shaping is such as gives the right hang to the New Clothing Models. These forms, and our others, will enable you getting the effects you want.

Quick action will get individuality and quality into your display

A. S. Richardson & Company

99 ONTARIO STREET - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

A Scarf de Luxe for Fall and Christmas

Prices range from $4.50 to $21

ONE OF OUR EXCLUSIVE CHRISTMAS NUMBERS.
OUR FULL RANGE WILL ASTONISH YOU.

Niagara Neckwear Co., Limited

Niagara Falls, Canada

CHRISTMAS NECKWEAR

In Individual Boxes

We have our supply as a result of early ordering—the attractive boxes which boom the holiday business.

And the Neckwear in the Boxes!

Swiss Silks are said to be scarce. So they are, but as the result of early buying we have the widest range in years.

All our lines shown by Travellers we have in stock, and can make delivery, when desired, the day the order is received.

See our Christmas Specialties. Also our big line of Staples for Fall and Holiday Business. All these Ties have the Mitchell Slide-Easy feature —our Ties will slide.

MUFFLERS

You will be delighted with our line of American Tubular and of fringed-end Mufflers of Swiss Silks.

Niagara Neckwear Co., Limited

Niagara Falls, Canada

Wearbetter

"THE SUIT WITH THE GUARANTEE"

—the name of real Boys' Clothes

Smart style is the dominating feature of this Wearbetter line. Know what real profits are in your Boys' Department by stocking up with these sellers.

"Westpoint"
One of
Our Snappy
Fall Models

Walter Blue & Co.
LIMITED
SHERBROOKE, QUE.

If any advertisement interests you, tear it out now and place with letters to be answered.

Boys Must Have New Clothes For School

Are You Prepared for the Demand?

H. G. B. Nobby Suits will win you a large share of this trade.

ALL FALL LINES NOW READY

This "House of Service" is ready now to meet your needs on goods for Fall with the following lines, popularly priced.

Men's Suits Young Men's Suits Boys' Suits Little Fellows' Suits Separate Long Pants Men's Overcoats Young Men's Overcoats Boys' Overcoats

Fall and Winter Clothes for Men, Young Men and Boys.

Samples for Spring 1918

Our Salesmen will be on the road in September with a full range of Spring, 1918, Models to show.

The H. G. B. line will please your customers and will make good profits for you.

Helleur, Gariepy & Broderick, Limited

MONTREAL

Wholesale Manufacturers of Men's, Young Men's, Boys' and Juvenile Clothing

Office and Sample Room: 16 Craig Street West

Factory: 124 St. Lawrence Boulevard

Western Office: Hammond Block, Winnipeg, Man.

If any advertisement interests you, tear it out now and place with letters to be answered.

MILNE NECKWEAR NEWS

We still have all-over patterns in Swiss silks of extremely good quality—extensive new ranges have just arrived.

Note the samples here illustrated which show the predominating tissued figures. In bulk, $5.50; in individual Christmas boxes, $6.00.

CREPE FAILLE MUFFLERS

They will be huge sellers

We illustrate a single-piece muffler of this material 12″ x 42″ with knotted fringed ends. This range at $2.00. Fold it up and put it in your pocket. It will not wrinkle. Demonstrate this to your customers. It will make these crepe failles more than ever in demand.

New lines continually arriving. Always inspect the Milne offerings.

WILLIAM MILNE

50 York Street - Toronto

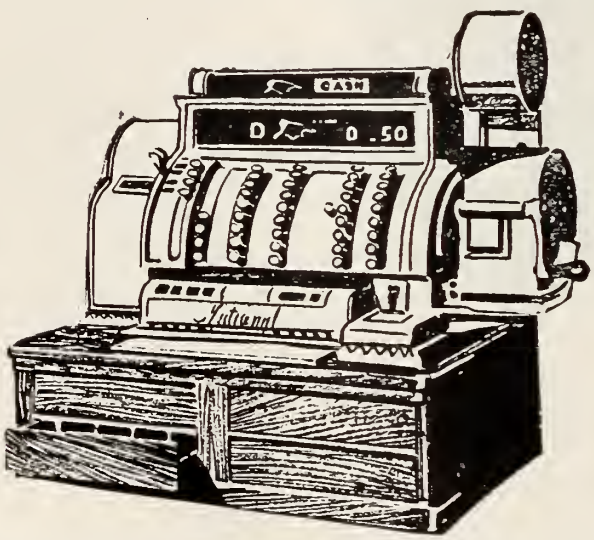
Better Business

In 1916 there were 1785 failures among retail merchants in Canada. Most of these failures were due directly to one cause—unsystematic business. Most of the merchants who failed were apparently doing a big business. But they did not know the details of their business. They had no system. They lost money through mistakes, through forgotten charges. They lost customers through disputes. A store with an annual turnover of $40,000 should net at least $4,000.00 profit, on a conservative estimate, yet that profit is easily eaten up by such losses.

A National Cash Register System insures against loss due to mistakes, forgotten charges, etc., and insures each retail merchant that he will get all his profit all the time—whether he is in the store or not.

The price of a National Cash Register is insignificant when the amount of information it gives is considered.

Write us to-day for full particulars which we will gladly furnish.



THE NATIONAL CASH REGISTER CO. OF CANADA, LIMITED

350 CHRISTIE STREET TORONTO, ONTARIO

Broadway Clothes

for exacting men

SEPTEMBER, 1917 BIG BUSINESS

SMART WELL-MADE CLOTHES

The same tasty design and faultless fit which have distinguished Broadway lines in the past is built into every suit and overcoat in our range.

* * *

Look carefully over our samples soon to be taken to you, and let us prove that Broadway Clothes designers are masters of their craft. We are always ahead in style and big wearing value and certain that an examination will convince you of this fact.

You will want to see not only our Spring range, but our latest Overcoats for Winter. In Trench Coats and other models we have some beauties which we can deliver in time to stimulate your overcoat business.

Send us a card to-day and we'll arrange to have our representative call without delay.

Randall and Johnston

LIMITED

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

CHRISTYS' LONDON

Christy Soft Hats Better Than Ever

For years the Christy trade-mark has stood for the very best in soft hats. Now our representatives are taking to you the same Christy quality made in the newest styles from the very best blocks.

But we need not enlarge on the merit of the Christy line. You know it from years of experience. So do your customers.

You and your customers know also Christy stiff hats.

Look for Our Representative

Examine not only his Christy Felt Hat samples, but also the showing of Straw Hats, Silk Hats and Tweed Caps.

OUR TRAVELLERS WILL SOON CALL UPON YOU

F. H. MAULSON—main line Western Ontario.
HERBERT GARRETT — Central Western Ontario.
WILLIAM BEWLEY—Northern Ontario.
HARRY BASTEDO—Western Provinces and British Columbia.
HAROLD CROUCH — Eastern Ontario.
I. B. BOND—Maritime Provinces.
FRED STANLEY—Territory Adjoining Toronto.

Ansley Dineen Hat and Fur Company, Limited

52 Wellington St. W., Toronto

Spring and Summer 1918

"Fashion-Craft" CLOTHES

New models and samples shortly ready for inspection and criticism.

We believe the range for the coming season will thoroughly satisfy our customers and also make selling easy in shops where these goods are sold.

Made to retain a reputation already established.

Vacancies for live-wire men as selling agents in towns where we are not already represented. If interested, write

PROMOTION DEPARTMENT.

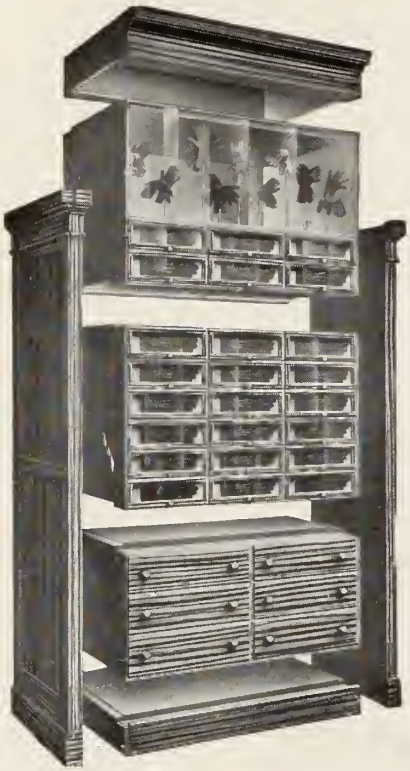
Fashion Craft Mfrs. Limited

Montreal, Que.

If any advertisement interests you, tear it out now and place with letters to be answered.

J

The New Way System



Interchangeable Units

Units for Collars
Units for Neckwear
Units for Shirts
Units for Gloves
Units for Hosiery
Units for Underwear
Units for Hats
Units for Furs
Units for Clothing

When combined they form the most complete fixtures ever designed.

Buy as little as you like.
Add to them as you like.

One of our representatives is in your neighborhood. Let him explain the system, A post card will bring him.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

TRADE MARK REG'D

New Era

CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

Spring 1918 New Era Quality Clothing

A complete line—
As great a variety as ever—
New models

Men, Young Men and Boys

Specializing in first long pants School suits.

Popular Price—Splendid Value—
Latest Style.

We invite inspection.

The Freedman Co.

SOMMER BLDG.
41 Mayor Street
Montreal

If any advertisement interests you tear it out now and place with letters to be answered.

Reap your share of the Overall demand by stocking the Carhartt line.

Because of the increased activities in every field of production the overall trade just now is worth extra consideration on the part of aggressive retailers.

When you're stocked with the well known CARHARTT OVERALLS AND GLOVES you'll be equipped to give every overall customer the maximum of big value and all round satisfaction. For CARHARTT OVERALLS AND GLOVES have stood the test of years, giving perfect service under the most trying conditions on farm and in factory.

Stock now. We are prepared to make quick deliveries.

SPECIALS

CARHARTT ALLOVERS

(Combination One-Piece) Khaki, Blue and Black Denim

$28 and $33 a dozen

WORKING PANTS

Cottonades, Khaki and Corduroys

$16 50 to $35.00 a dozen

Our $16.50 line is a winner. Attractive dark hair-line stripes.

Gloves from $8.00 to $24.00. Get a sample shipment.

Terms: 2% 10 days; 1% 30 days; 60 days net.

Hamilton Carhartt Cotton Mills, Limited

TORONTO UNIT

TORONTO VANCOUVER LIVERPOOL MONTREAL WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

AHEAD OF ALL
MCo
Miller
TORONTO

Cotton Goods Are Advancing

Order Early to Secure Present Prices

Purchases made now in ducks, both white and khaki, and all duck clothing, will mean money saved. Anticipating the heavy advances we have secured good stocks of material, and our prices are from 15 to 35 per cent. under present market values. But we suggest early covering of requirements as present stocks won't last long and manufacturing conditions grow worse daily.

See Our Light Weight Summer Suits Before Ordering

They were the biggest success in Canada last season, and we look for even better things for 1918. We have made original improvements which will mean for you *better garments than made anywhere in Canada—more careful than made in the States—garments which you can have delivered without the trouble, expense and delay of bringing goods across the line—and which meet every requirement of the most fastidious Canadian dressers.*

Your Military Department

will need attention if you are to get the bigger business which revived military activity will bring.

We have what you need. The famous

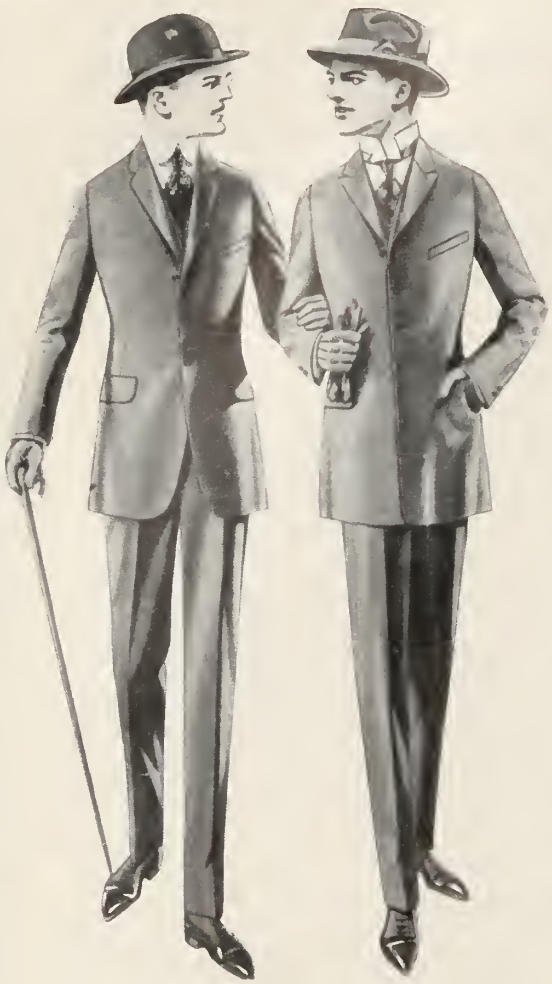
MILLER WALKING BREECHES

Puttees, Fatigue Uniforms—the complete range of military lines.

MILLER MFG. CO.
LIMITED
Makers of the Famous Miller Breeches
44 YORK ST. TORONTO

Visit us at the Exhibition

Our booth in the Manufacturers Building will interest you. Make it your headquarters.



This is the Label that the good dressers of Canada look for—which is attached to the pocket of every Fit-Reform garment.

Connect Yourself with Fit-Reform

If we are not already represented in your town, write us about securing the exclusive agency for Fit-Reform Tailored Suits and Overcoats—or Fit-Reform Special Measure Service.

The Fit-Reform name and reputation are "liquid assets" to any ambitious, wide-awake firm.

Your personality and the Fit-Reform prestige will make a trade-winning combination for you.

On application, we will gladly arrange to show you our new models, if not represented in your city.

FIT-REFORM

E. A. SMALL COMPANY, Limited

—the first in Canada to manufacture Tailor-made Garments for Men.

8 BEAVER HALL HILL - - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Fit-Reform

This is the Label that the good dressers of Canada look for—which is attached to the pocket of every Fit-Reform garment.

Maintaining Standards
is the Order of To-Day

Never in the history of the clothing business have Standard Fabrics meant so much to the retailer of men's and young men's clothing. To supply the same quality to-day is a problem for the mill, the manufacturer and the retailer alike.

The growth of this concern's business has been due to the strict adherence to the policy of producing clothing made of Standard Fabrics at prices made possible by quantity production and according to Fit-Reform high standard of tailoring.

Notwithstanding difficult conditions you will find our *Spring Range* surprisingly complete both as to quality and selection.

FIT-REFORM

E. A. SMALL COMPANY, Limited

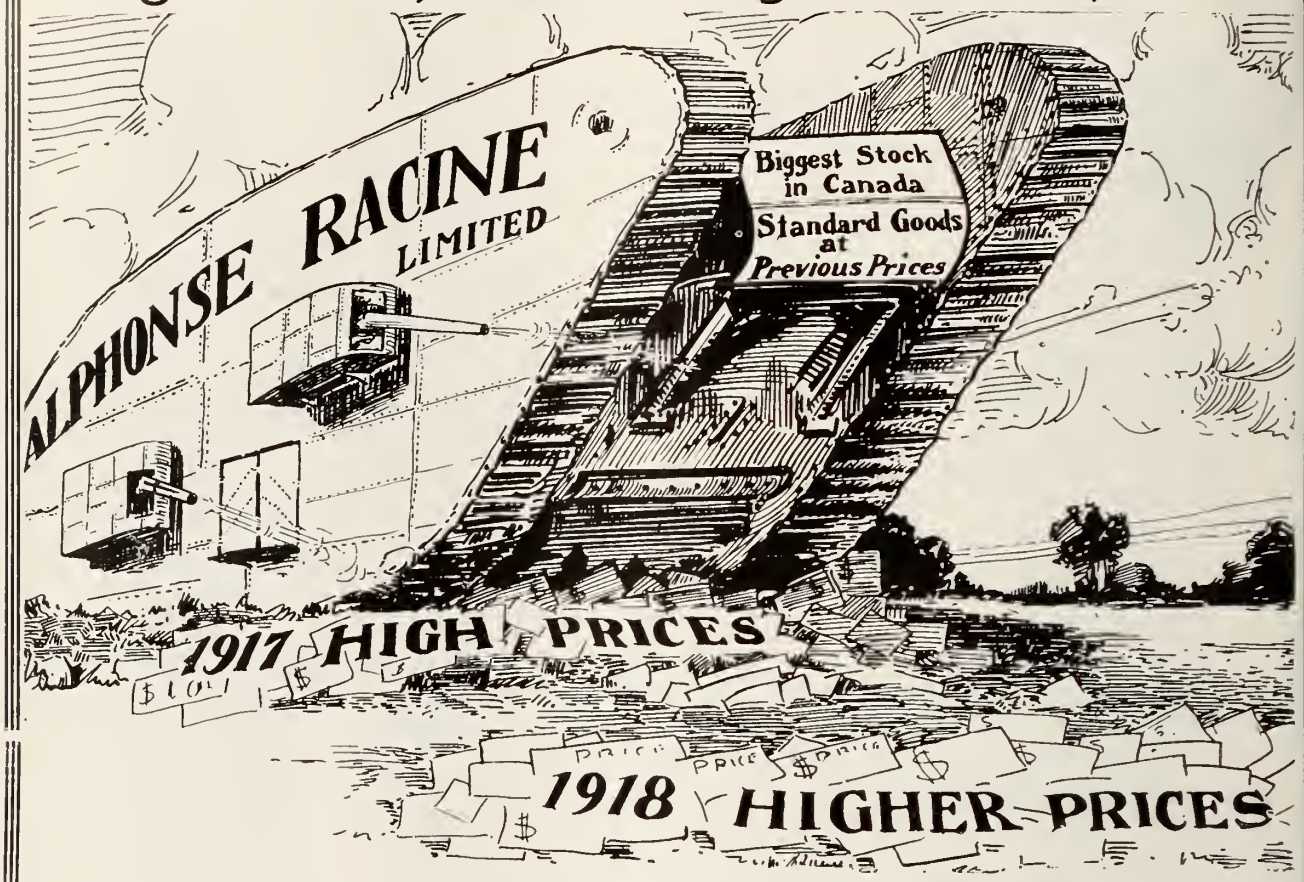
—the first in Canada to manufacture Tailor-made Garments for Men.

8 BEAVER HALL HILL - - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

OVERCOMING the ENEMY

High Prices, 1917 Higher Prices, 1918



Our Warehouses are well stocked.
Our 4 Factories are kept busy replenishing.

BUSINESS IS ACTIVE

You can Protect Yourself by Buying Early

"Racine" Work Shirts "Hero" Fine Shirts "Strand" (Chemise de Luxe) Shirts "Maple Leaf" Overalls "Samson" Pants "Record" Sox, and every other line of

Staple and Men's Fancy Furnishings

usually sold in a man's store catering to

THE FINE TRADE

ALPHONSE RACINE, LIMITED

60-80 St. Paul Street West - - MONTREAL, CANADA

Sample Rooms:—Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N. S.
Factories:—Beaubien St., Montreal, St. Denis, St. Croix, St. Hyacinthe.

If any advertisement interests you, tear it out now and place with letters to be answered.

We Make Pants—Nothing but Pants

From $1.25 to $4.50

IN ALL THE LATEST SHADES AND DESIGNS.

Our travellers are now on the road for immediate and Spring, 1918. Should they overlook you we shall be pleased to submit samples upon request.

National Pants Company
299 Notre Dame St. West
Montreal, Que.

Lion Brand Bloomers

are quick sellers

Make that Boys' Department a real source of profit and customer satisfaction by stocking Lion Brand Bloomers.

Their Style, Fit and Durability make lasting friends.

The Jackson Mfg. Co.
CLINTON, ONTARIO
Factories at Clinton, Goderich, Exeter, Seaforth

A trade-mark that has stood the test of years.

MONARCH HATS

A line that embraces the most reliable quality of Hats obtainable.

Felt Hats
Straw Hats

Our salesmen are now showing new samples for Spring, 1918. You will find it profitable to inspect our values.

L. Gnaedinger, Son & Co.
90, 92, 94 St. Peter Street - MONTREAL
Established 1852

"If They're Brotherhood They Must Be Good"

Painstaking workmanship and the use of only the highest grade materials have caused both you and your customers to know this great truth of *Brotherhood Overalls.*

Larger Profits For Dealers

By our modern method of selling direct from maker to dealer you receive at least 10 per cent. more profit for your Overall Department. We employ no salesmen—we sell to no jobbers.

Brotherhood Line, Always Complete

Overalls, Smocks, Aprons, Brownies (for the kiddies), Munition Coats, Auto Suits.

In All Styles and Sizes

In stripes, in khaki, and blues.

Opportunity is knocking!

Are your prepared for the big Brotherhood Season?

Write, phone or wire

your requirements now. Make more money out of overalls. Give more complete satisfaction to your customers.

We will prepay freight on your first order, of five dozen or over.

Or if you would rather see samples just say "Send samples rush," on a post card. Do it now.

LOOK FOR THE BROTHERHOOD BUTTON

THE H. S. PETERS, LIMITED

WELLAND -:- ONTARIO

TRADE W.G.R. MARK

Shirts for Spring

WE cannot avoid an increase in price on account of the increased price of cloth, but *we can and do maintain the standard of quality.*

We are showing for Spring, 1918, a most extensive range of shirts in all the newest designs.

The demand is for bright, attractive colors, and *we have them in plenty* in a variety of patterns and Novelty cloths.

Our representative will submit
our range to you.

The Williams, Greene & Rome Co.
LIMITED

Kitchener, Canada

"The Excellence of the Product has Established the Brand"

If any advertisement interests you, tear it out now and place with letters to be answered.

TRADE W.G.R. MARK

Order Now For Spring Delivery

We are offering "rock-bottom" values in W. G. & R. underwear for 1918 spring delivery.

In addition to a wide range of novelty cloths, such as corded dimity, sylkeen, madras and silks in various qualities, we have the staple cloths which we always carry.

All sizes from boys' 26 inch to extra large men's 54 inch.

W. G. & R. is the big seller. It has the famous patented "Closed Crotch" and the "Reinforced Webbing Insertion."

Be sure and make provision for handling this well advertised and popular underwear next season.

The Williams, Greene & Rome Co., Limited

KITCHENER, CANADA

"The excellence of the product has established the brand"

If any advertisement interests you, tear it out now and place with letters to be answered.

TRADE W.G.R. MARK

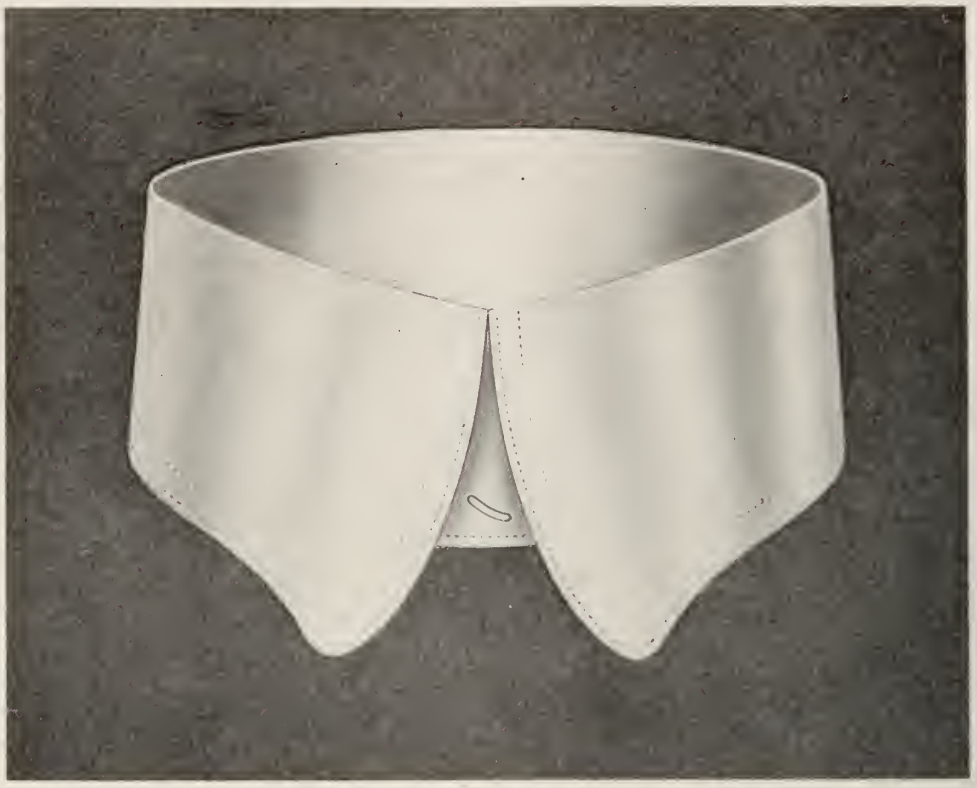
Real Quality In Every One

Smart, boyish patterns and durable materials; stylish cut and neat fit.
Each blouse has a patent adjusting draw string—a feature that mothers and boys will both appreciate.
A line of big sellers—and each blouse worthy to carry the quality-famous W. G. & R. label. Place your orders early and insure good delivery.

The Williams, Greene & Rome Company, Limited

Makers of Fine Shirts and Collars.

KITCHENER, CANADA



"VIMY"

A new W. G. & R. collar with style, fit and comfort, characteristic of the brand.

VIMY will be as popular as Somme.

It has all the essential points of good collar-making peculiar to W. G. & R. collars.

"Tie space for comfort."

The untearable "Slip-on" buttonhole for wear.

Lock Front for fit.

All sizes from 13 to 17. We can ship promptly. Order now.

TRADE W.G.&R. MARK

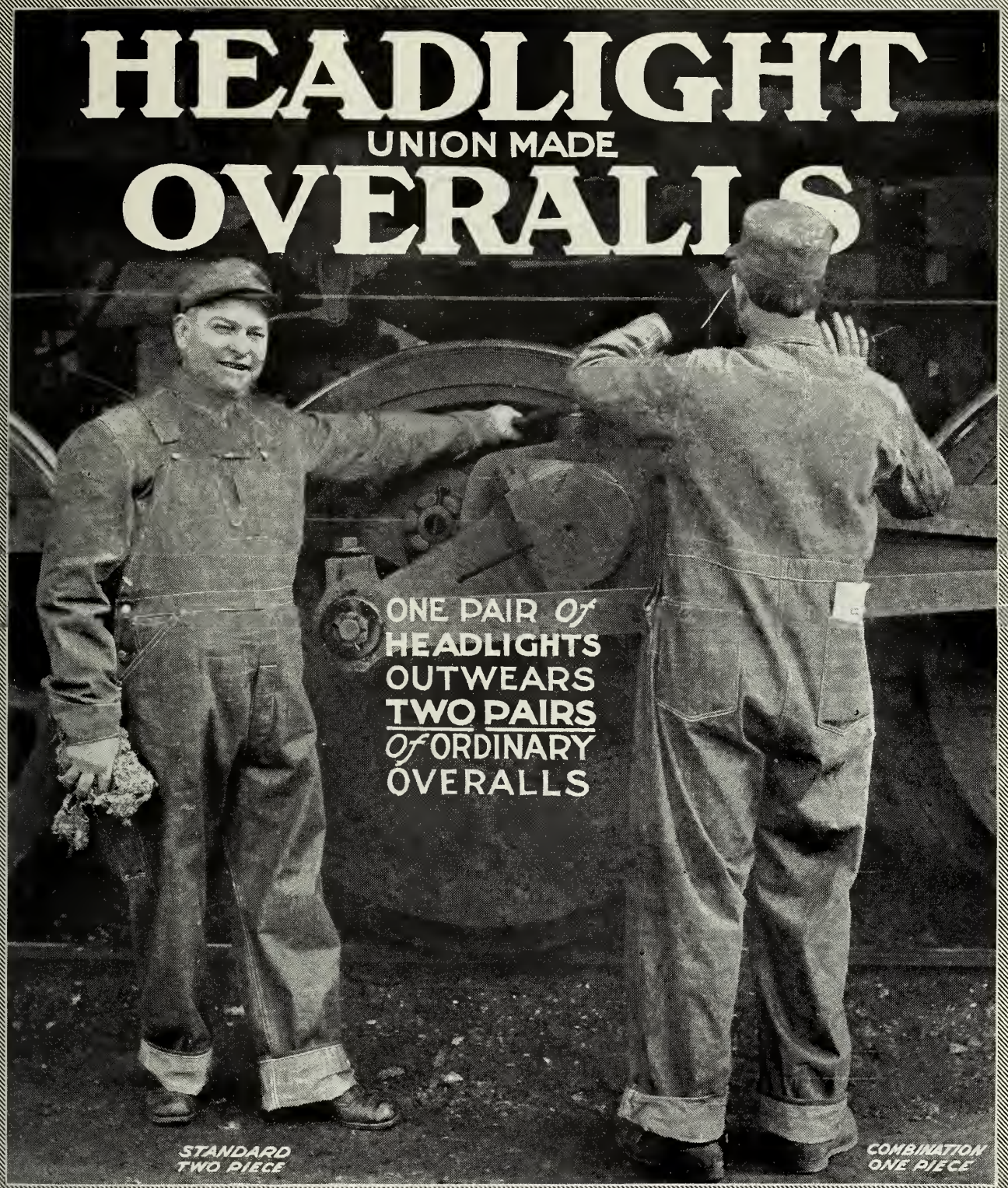
The Williams, Greene & Rome Company, Limited

KITCHENER, CANADA

"The excellence of the product has established the brand"

If any advertisement interests you, tear it out now and place with letters to be answered.

HEADLIGHT
UNION MADE
OVERALLS



LARNED, CARTER & Co., SARNIA, ONTARIO

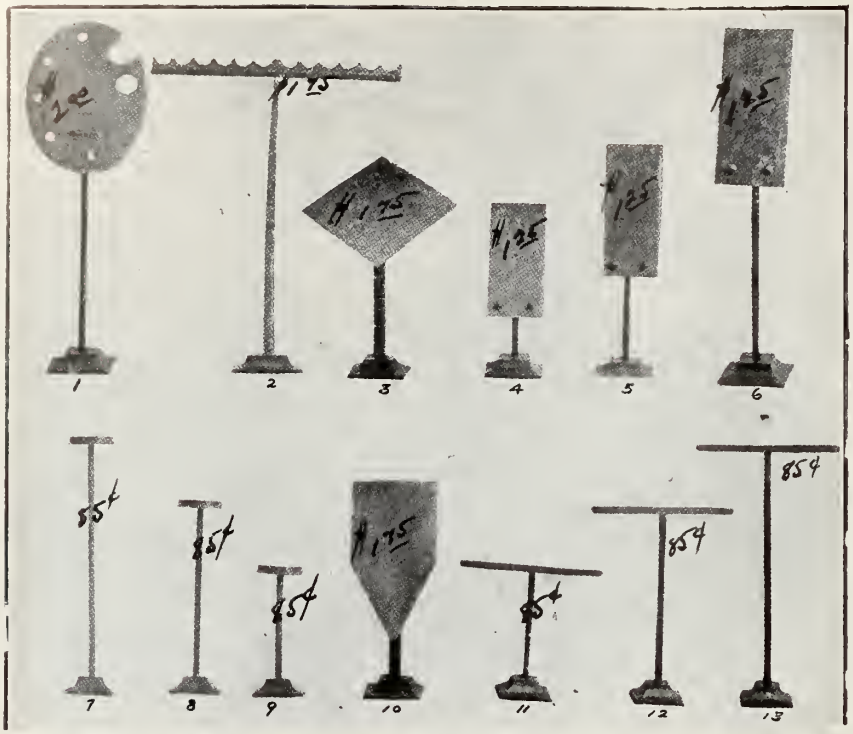
World's Greatest Overall Makers

FIVE FACTORIES

DETROIT — ST. LOUIS — SAN FRANCISCO

PORT HURON, MICH. — Canadian Factory, SARNIA, ONT. (25)

Taylor-Made



Taylor Wood Display Fixtures

—the very thing that every window man will appreciate. They offer a splendid scope for individual and attractive display.

Every fixture is finished in new Fumed Oak. Ready for *Immediate Delivery.* We make special finishes to order.

It will pay you to get in touch with our values and prepare for bigger Spring and Summer Selling.

The Taylor Mfg. Co. Hamilton Ontario

The Wearbest Brand is a guarantee of better clothes selling

Nobby fabrics and long wearability are two characteristics of Wearbest garments which popularize them with particular people.

THE NEW SUITS and SPRING OVERCOATS

which our salesmen will shortly be showing constitute a line of unusual value that will put "Pep" into any dealer's clothes sales.

Our silk-lined suits and overcoats are the embodiment of tasty style and big money value.

Let us arrange a call. In our new and larger premises we are in a still better position to take care of your orders than heretofore.

THE wear best BRAND

The Wearbest Clothing Manufacturing Co.

Manufacturers of Stylish Clothes for Younger Men.

149 Notre Dame Street West, - - Montreal

BALLANTYNE'S —an excellent line of Children's Hosiery

LAMBKIN HOSIERY

Fine 1/1 Rib Cashmere. Sizes 4 to 7. Black and White only.

A stock of Ballantyne's Lambkin Hosiery will bring brisker sales and bigger profits to your hosiery counter.

And every sale will satisfy, for Lambkin Hosiery is made to stand the stress and strain of healthy boyhood. Every pair is made of beautiful soft Cashmere yarn with the quality appearance that keeps them moving.

You cannot appreciate the big values in this line until you examine it personally. So send for samples and prices.

Orders receive prompt attention.

Ask for Lambkin Hosiery.

R. M. BALLANTYNE, Limited

STRATFORD, CANADA

Don't Angle at Random for HAT Profits!

2776

2769

2748

Wolthausen

are the hats that sell

With a constant, ever-increasing demand, we have found it necessary to instal much of the newest and most modern machinery that will greatly increase our output, but it is to our mutual interest that you place your orders early. Our travellers will shortly be showing the new range, that for style and "sellability," will take some beating—it includes

WOL-DU-LUXE

Our new high-grade hat

The Wolthausen Hat Corporation, Ltd.

BROCKVILLE, CANADA

MONTREAL
Mappin & Webb Building

TORONTO
28 Wellington Street West

If any advertisement interests you, tear it out now and place with letters to be answered.

Avenue Brand Clothes
for Boys and Youths

Are the class by every test of style, appearance, fitting and wearing qualities. Avenue Brand is the last word in boys' and youths' clothing and the merchants who carry this line never have any regrets when the season is over.

Our representatives are now out for spring placing and a card to us will bring a reply when the one covering your district will call upon you. The new spring line will comprise all the latest styles, boys' and youths' belters, pinch-backs and pleated effects. Juvenile models in a strong array of Eton, Oliver Twist, fancy Junior Norfolks, etc.

A new and specially strong feature of the line will be

Boys' First Longs

in selected patterns and materials suitable for this important branch of the big boys' wardrobe.

Make that Boys' Department of yours a source of real big business and profit — by featuring

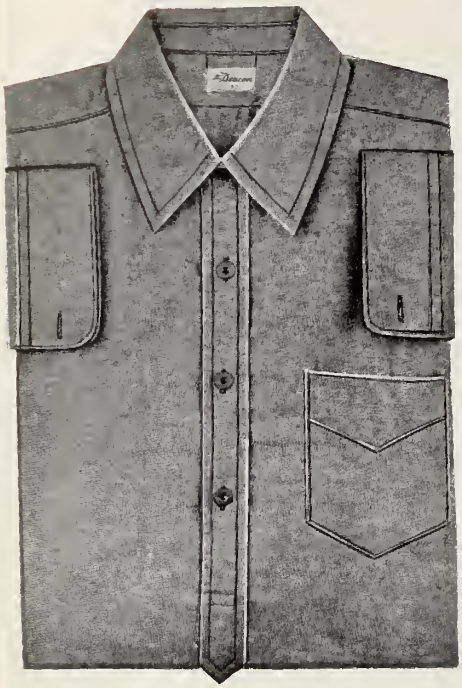
Avenue Brand Clothes for Boys and Youths.

The
W. J. Keens Co., Limited
107 FRONT STREET EAST, TORONTO

Successors to

C. M. GILCHRIST & CO., 107 Front St. East, Toronto

Get these shirt values working for you

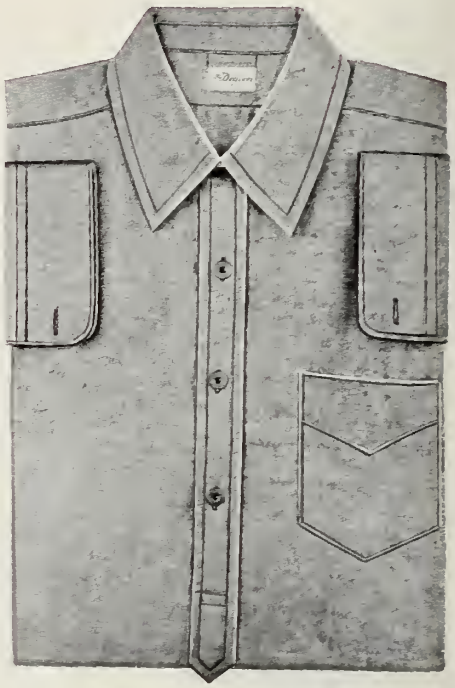


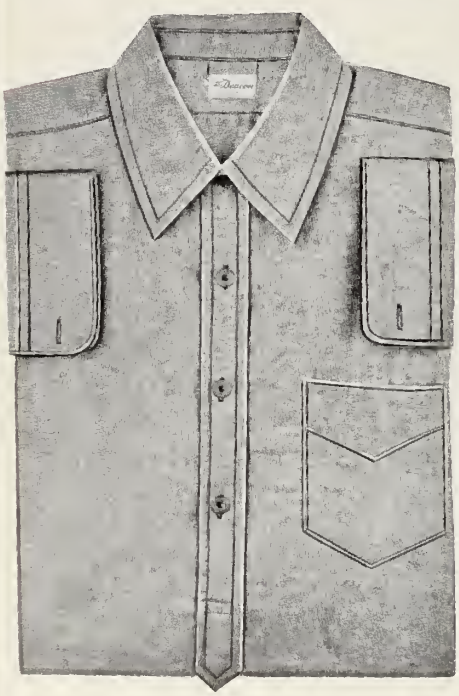
The demand for these four specials is bound to be big—such values will never become dust collectors on your shelves.

Present prices were made possible only through judicious buying of big stocks of materials at prices which obtained some months ago. And though our stocks just now are ample to meet a big demand, we cannot guarantee to fill belated orders, so would advise prompt action.

These shirts are just the thing for hard, knock-about wear — the service they give will more than satisfy the wearer, and every sale gives you a respectable profit.

Cover your requirements now and be prepared for big selling in this line.





Deacon Shirt Company

Belleville, Ontario

Show him a suit of Atlantic Underwear

The more particular he is, the more "taken" he will be with the unmistakeable superiority of this high-grade underwear.

Men of good judgment prefer ATLANTIC UNDERWEAR to any other. They like the *Elastic Collar*, the *Flexible Cuffs*, the *Cover Seamed Seams* and the fact that Atlantic garments are absolutely unshrinkable is a guarantee of lasting comfort and good fit.

Make your underwear department a real, live profit-maker. Show Atlantic Underwear to your customers and watch how well it sells.

Atlantic Underwear
Limited

Moncton, N.B.

Read this before deciding
on your Spring, 1918, Clothing Stock

You can guarantee yourself better results by connecting with the unequalled offerings in high grade Men's and Young Men's Clothes which we now offer you.

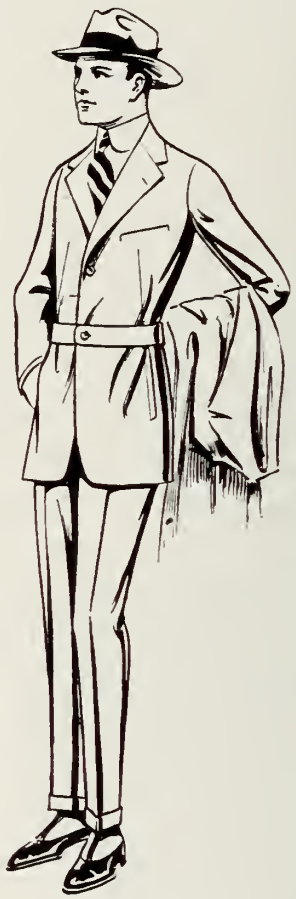
If exclusive design, perfect fit and big wearing value appeal to your trade, you cannot afford to miss seeing our new season's assortment.

Every suit leaving our workshops is under the direct supervision of MR. GEO. A. BEECKEL, who was for years chief designer and superintendent of B. Gardner & Co.

This fact in itself is a guarantee of correct designing and perfect tailoring.

But we are content to let the tailored evidence convince you that our values constitute a selling combination with limitless big business possibilities.

Our salesmen whill shortly be on their respective territories with a full assortment for immediate and a complete range for Spring, 1918.



Union Clothing Co., Limited

285 Notre Dame Street West
MONTREAL

New Fall and Christmas Neckwear

LIBERTY SATIN STRIPES
America's Latest Creation

EXQUISITE STYLES

Our $5.50 Range
is a Strong Feature

Others $4.25, $6.50, $7.50,
$9.00, $10.50, $12.00

Salesmen now out showing full line for Holiday Delivery

Crescent Manufacturing Co., Limited
Montreal

Sample Rooms: Toronto Winnipeg Vancouver Calgary Quebec St. John, N.B. Halifax

MAYHEW HATS, LIMITED

Niagara Falls, Canada

Style 1465
Block 103
Depth 5 5-7
Width 2⅝

Style 1477
Block 535
Depth 5¾
Width 2⅝

Style 1454
Block 606
Depth 5⅝
Width 2¾

Our travellers are now on the road with our up-to-date samples for sorting and placing business for Spring 1918.

Any orders mailed to the factory direct shall receive prompt and careful attention.

LOOK FOR OUR TRAVELLERS

H. E. BUTTREY - - WESTERN CANADA
ART. RENNIE - - WESTERN ONTARIO
L. C. SMITH - - EASTERN ONTARIO
W. C. H. HORTON - MONTREAL & QUEBEC
H. SAMUELS - - - - - - TORONTO
A. T. MATTHEWS - OTTAWA VALLEY
V. S. RICE - MARITIME PROVINCES AND NEW BRUNSWICK
H. R. VOYER - - SOUTHERN QUEBEC

We can supply you with the following seasonable sellers:

"AERTEX" CELLULAR UNDERWEAR—UNITED GARMENTS AND SHIRTS AND DRAWERS.

Cashmere finish socks, khaki .....$2.75 doz.
Cashmere finish socks, black ..... 2.25 "
Heather mixture ribbed wool, $3.50 doz. and 6.50 "
Tress & Co.'s English Caps and Helmets for Service and Sports.
Rosslyn Shirts and Pyjamas.
Plain Cotton Gabardine Trench Coats, lined self $12.50
Shot Gabardine Trench Coat, lined, proofed check 16.50
Official Trench Coat, interlined oilsilk, detachable, fleece lining 31.50

A FULL RANGE OF MILITARY LINES.

Fox's Puttees, Leggings, Spurs, "Soldier's Friend" Polish. Khaki Wool Socks, $4.25 and $4.50; dark and mid-grey, $3.75.
Aviation Caps, Vests and Goggles.

FOR YOUR FALL DISPLAYS.

Young & Rochester's Shirts, Neckwear, Dressing Gowns, etc.
Tress & Co.'s Hats best value on market. Latest shapes. The "Tress" Cap sets the style. Straw samples for 1918.
"Emcodine" and "Aquatite" Raincoats.

Wreyford & Co.

WholesaleMen's Furnishers and Mfrs.' Agents
85 King Street West Toronto, Canada

DENT'S D GLOVES

The Glove Shortage is the greatest in the history of the trade.

DENT'S

Representatives are showing samples for sorting.

COVER YOUR NEEDS NOW.

Dent, Allcroft & Co.

MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

A Dependable Line

We are particularly fortunate, considering the *increasing* difficulties in obtaining merchandise, in being able to offer the trade in our *Spring, 1918, Range* an absolutely dependable line of *Waterproof Coats for Men.*

This consists of garments manufactured only from *Double Textile Fabrics* of highest quality, goods which will give real satisfaction to both dealer and wearer.

Our connection with the *Premier Waterproof and Rubber Co., Limited,* of Manchester, England, the largest exclusive waterproof house in Great Britain, gives us unexcelled advantages both as regards *materials and deliveries.*

To assure a dependable waterproof coat

TRUE-FIT BRAND WATERPROOF. TRADE MARK REGISTERED. TRUE FIT SW&Co. GUARANTEED TO STAND ALL CLIMATES

look for this trade mark

True-Fit Brand Garments are made in *latest styles, best English materials,* and of high-class workmanship, whilst liberal stocks on hand in our Montreal warehouse enable us to *Guarantee Deliveries* of all orders received in reasonable time.

Our Salesmen are now showing this attractive Range. Be sure and see it.

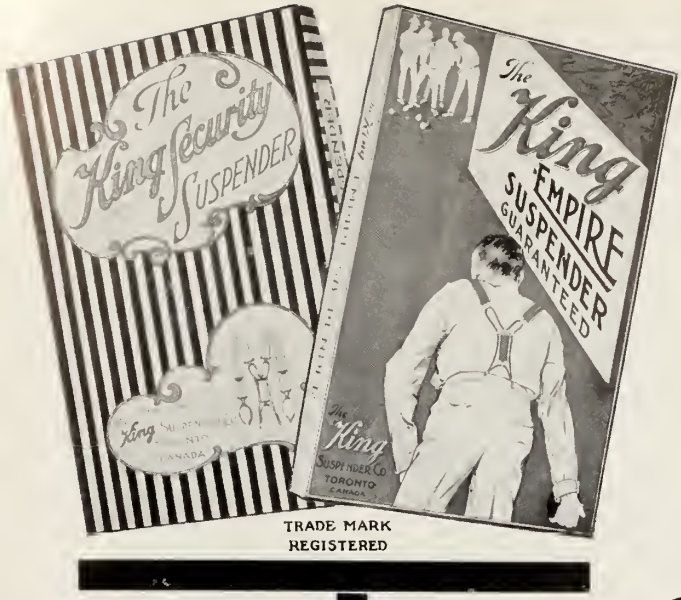
Samuel Wener and Co., Limited

Sommer Bldg. · Montreal

We are sole agents for Canada for the

AQUATITE BRAND

Gentlemen's Yarnproof Coats and are also in a position to book orders for import or immediate delivery from stock.

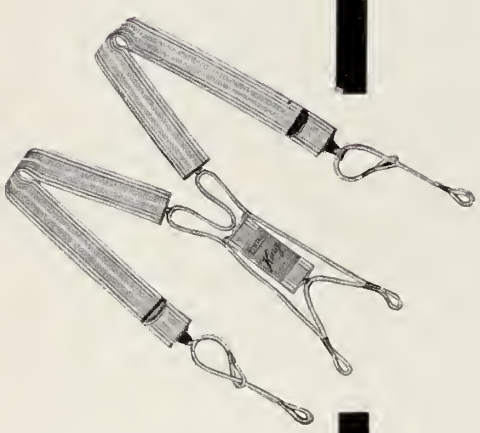

The King Security Suspender
The King Empire Suspender Guaranteed
The King Suspender Co. Toronto Canada
TRADE MARK REGISTERED

new 2 ones

The King-EMPIRE SUSPENDER

The King Security SUSPENDER

BOTH SELL FOR 50¢



YOU need big, extra value 50c suspenders!

Here they are—*two of them*—with the old-time profits you've been longing for.

!! There is no excessive royalty to pay on this construction—*that saving goes into your pocket!* !!

Both the *"King Empire"* and *"King Security"* have easy-sliding, toughened, glazed cords and pulleys, as photo. Sure comfort for your customers. Superior elastic webbing—light or heavy—smartest patterns.

Heavily lacquered gilt metals.

—and in two of the niftiest half-dozen, high-colored boxes you've seen for many a day, with two-color show card enclosed.

AT TWO KING PRICES THAT WILL GIVE YOU A PLEASANT SHOCK.

We'll send sample box of each by mail if you say so—or make sure our salesmen place a trial order!

XMAS! Yes, sir! Both the *"Empire"* and *"Security"* may be had in nobby individual Xmas boxes at small extra cost. Ready now. PLACE EARLY!

THE KING SUSPENDER CO.

TORONTO - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7 TORONTO, SEPTEMBER, 1917 No. 9

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*
A. B. Caswell, *Montreal Representative.* Norman Mackintosh, *Associate Editor.*
C. W. Byers, *Western Representative.* R. L. Netherby, *Ontario Representative.*

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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States, $2.50 a year; Other Countries, $3.00 a year; Single Copies, 10 cents. Invariably in advance.

CHALLENGE BRAND

"Collar" the travelling man

A nice-looking, clean collar is an indispensable part of every travelling man's "get-up." And because he has to get around in all kinds of weather the daily clean collar often becomes a bit of a problem.

The ARLINGTON WATERPROOF COLLAR solves the difficulty. No matter what the weather this clean, neat-appearing, "linen finished" collar always looks just right and dressy enough to please the most critical dresser.

Show Arlington Collars in your window trims and emphasize their splendid suitability for travellers and other outdoor folk. You'll find your profits growing.

Stitched-edge full linen finish—
and all the better styles (½ sizes)

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

MAKERS SINCE 1889

There is Nothing too Good for the Boys at the Front!

Every day deepens Canada's obligation to the gallant lads who for months and years have been fighting our battles in France. They certainly deserve everything we at home can do to add to their comforts.

Early in the war, men who had taken a Gillette Safety Razor with them to the Front endorsed its convenience and comfort so strongly that we decided to do everything in our power to make its use general among the Canadian troops. Since then our advertising and selling efforts have been concentrated on this aim, and with gratifying success.

Tens of thousands of Gillette Safety Razors are "doing their bit" in France. They make it easy for the men, wherever they may be stationed, to maintain their pre-war standards of personal appearance—and this makes smarter, better soldiers. The clean Gillette shave takes its place with the bath-houses and disinfecting plants in checking vermin and resultant disease. Moreover, it decidedly lessens the danger from infected face wounds.

Read this tribute from the trenches, by the author of Englander Schwein, which appeared in the *"Saturday Evening Post"* of July 14th last:

Somewhere in France.

My Dear Reid:—

Thanks for your letter and cigarettes. In reply to your question as to my needs—send me a Gillette Safety Razor. I've discarded my open blade. Time's too valuable, and besides, I want to get a clean shave whenever I want it.

At present I am using a Gillette belonging to one of the boys, but would like one of my own.

We've been going pretty hard during the last few weeks, but have not had any of the real stuff—just the usual casualties.

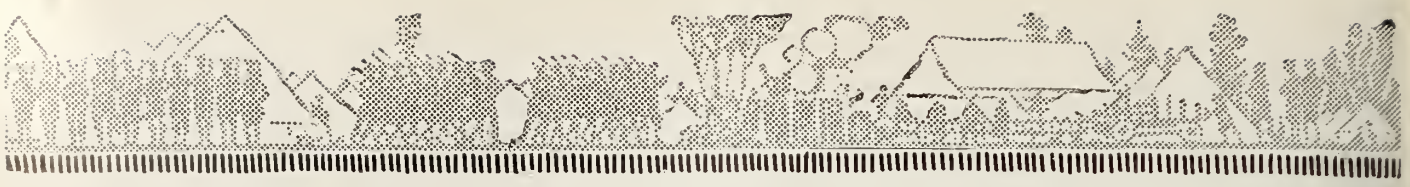
Regards to all,

G. E. PEARSON,
178 P. P. C. L. I.

Gillette Safety Razor Co.
of Canada, Limited

Office and Factory:

Gillette Building, - MONTREAL



Will Your Customers Favor a Gillette "Canadian Service" Set?

It now seems certain that many thousands of men will be added to the Canadian Expeditionary Forces within the next few months. Every man—and every relative and friend—will thereby become a likely purchaser of a Gillette Safety Razor.

With this in view, we are designing, as a finishing touch to our long series of military and naval advertisements, store cards and posters, a new and distinctive Gillette "Canadian Service" Set. The drawings show a Pocket Edition of the usual type, in a metal case embossed with the composite insignia of infantry, cavalry, artillery, medical corps, engineering and signal corps, and navy—a Dominion coat-of-arms—and a plate on which name and regimental number may be engraved. The inside of the lid is to contain a metal mirror, backed with the usual purple satin.

This "Canadian Service" Set will be a winner, and one of the handsomest of the whole Gillette family. Light and compact, plated with nickel instead of silver, it will stand anything. To the owner it will be much more than a serviceable comfort throughout the war—it will be a priceless, practical souvenir through the years of peace to follow.

What do YOU think of this "Canadian Service" Gillette idea? Give us the advantage of your opinions and suggestions by an early mail, so that we may be in a position to embody them in the new set, which we plan to have ready as soon as possible.

Gillette Safety Razor Co. of Canada, Limited

Office and Factory: GILLETTE BUILDING, MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VII. TORONTO, SEPTEMBER, 1917 NO. 9

FROM "TAILOR-MADE" TO "SPECIAL ORDER"

Reasons for the Change Given by A. Bristol Company of Picton — Labor Troubles Over Now—Entire Satisfaction Being Given — "Special Order" Particularly Good for Smaller Places, Says Mr. Graydon.

WHEN a store that for a quarter of a century has featured the made-to-order clothing as one of its chief items of trade, after that length of time, and in the strength that years brings to such activities, suddenly discontinues this business for the special-measure goods of the large manufacturing towns, a line that represents a different activity, it is pretty certain that the proprietors believe that the course is for their own good, and must have some satisfactory reasons for the faith that is in them.

Such is the move made by the A. Bristol Company store, Picton. Mr. Graydon, who was chief cutter with the company at the time the clothing business was started, is now in charge of the new department. While it has not been in operation long enough to make a hard and fast conclusion, all their experience to date leads to the belief that the step was a wise and far-sighted one.

Mr. Graydon, when spoken to, made no secret of his belief that the bulk of the arguments were on the side of the policy that they had adopted. It was merely, he believed, a forestalling of something that must surely come in the near future. In response to certain enquiries, he explained the reasons behind the change about as follows:—

Get Better Results

"The reason that we have given up this old-established system," said Mr. Graydon, "is that we can get better results another way. And we can get better results another way, because the trend of the times is setting against the custom tailor-shop, at least in the smaller centres. More than that, the special order idea lets you out of a lot of difficulties. There is one item that is not to be scoffed at, and that is, that before your goods are purchased, they are sold. If that isn't a satisfactory system of merchandizing, it would be hard to find one. No heavy stock, no trouble, only an order first and the goods afterward. Of course, if the goods are a misfit, we have to stand the loss, but that is a mighty small chance after all. Moreover, it is a chance that is taken just as much in the custom tailoring business, with the added item of a heavy outlay for stock.

"Then there is another item that is materially simplified by the special order system. The contention over prices is a thing of the past. Now this is the way it works out, especially in these days of changing prices. We make a standard suit at a standard price. I suppose all tailors do this. Our customers get to know the type of suits and the style of goods. When we showed them the goods, we could tell them the maker. The clerk shows them a well-known brand. Well and good. That built us up a nice business, and was all smooth sailing, until conditions got so that we had to boost prices. Perhaps customers in smaller centres take these increases harder than in big centres, but anyway it seemed to get to be a personal matter. For instance, Bill and Tom would meet at a tea meeting or a garden party or a barn raising or something of the kind. 'That's a pretty smooth suit, Bill,' Jack would say. 'Where did you get it?' 'Why over at Bristols.' 'What did it set you back?' 'Thirty dollars.' 'Thirty dollars! Why the pirates charged me Thirty-five only a week ago. Was it a blue serge?' 'Just like yours.' 'Mine was a line he called Champion.' 'Holy Mackerel, that's exactly what he told me.'

"Now there you are," continued Mr. Graydon. "There you have one of the sorrows of the custom tailor in these days. Bill and Tom are all piled up to the eyes with information on the increase in bacon, but they hate like sin to associate this idea with a suit of clothes that they have probably been buying for fifteen years at the same price.

"Now this isn't much of an argument, because, of course, you can get right to work and make your trade understand that increases are necessary. That's true enough. But it's a long sight more simple to hand them out a book of samples. Here's a suit at $18 and $20 and $22, and $30 and $38. You can just let him wade around in that and discover for himself that the $38 suit looks better than the $18. You aren't tied down to a comparison with your other suits and your other prices. It's an individual sale. Each sale stands on its own feet, and isn't tied up, as it is in the tailoring business, to a long series of other suits stretching back into the dust of memory to be brought out and compared with the present suit.

A Situation Changed by Labor Conditions

"Well, that's one little reason why we like the special-order business. But that's not the main reason. The reason why it's coming in every place, except the larger centres—and it will come there perhaps for other reasons—is because of the difficulty of getting and keeping skilled labor in the smaller places.

"That's the situation that is the serious one. Why, in every small place, this tailoring business is mainly being done by elderly maiden ladies. Some of them may get married, and anyway none of them are getting any younger, and some day, no matter how much the town needs expert tailors, they're just going to drop off, and there isn't anyone to take their place. It's just plain empty that's all, and there is precious little chance of getting anyone to fill it. We've had a good deal of sorrowful experience in that line.

"Now one time we had a fellow named George, I've mislaid his last name, but

anyway it doesn't matter. He was a good man, and moreover things were brisk, and he was pulling down his $30 and $35 a week as regularly as clockwork. Then one day, he decided to leave. I tried to argue him out of it as best I could, but there was nothing to it.

Couldn't Stand the Loneliness

"'It's this way,' he said. 'I like you folks all right. Like the store. You've treated me white, and I'm making good money. But when I'm through work, all I can do is just stroll up and down the main street, where I don't know a soul. I'm just plain lonely, that's the truth. I'm living better here than I could in the city, and I'm making more money, and I like you folks, and I hate to leave, but I'm going.'

"Well, the bulk of the tailors are foreigners, and that makes it all the worse. You can get them some times, and they'll go shuffling round the store looking as sorrowful as a bereaved calf, just doing his work. Can't speak to anyone, even if he wanted to. We don't know Russian or Hebrew, and wouldn't learn it on a bet. Then the clerks around the store start coaching this unhappy chap in English, more for a lark than anything else, and the first thing you know, you can get an idea of what he means. Then the next thing you see of him, he's running a little mending and pressing business somewhere in the city. He moves easily and swiftly, so would you, if your equipment was a thimble and a needle. Yes, he's off, off to North Bay, or some other place where his brother Russians or Poles have decided to settle. Now I don't blame him a bit. If I were a Pole, why wherever the Poles and Polettes were gathered together, that would be the place for me. That's the reason I say that the custom tailoring in the smaller places is dead and done for. You can't get home-grown talent, and that's the only way. If you want a tailor to stick to a town, you've got to bring him up in that town. So that it's home to him, so that a look down Main Street at night looks pretty good to him. But they aren't being trained, these home-grown chaps; and so you have got to depend on the foreign labor, and what with the way they are getting killed off at present in Europe, and their disinclination to stay by the smaller place, why we just saw trouble written all over the clothing business. That's the reason why we hitched up to the special order proposition. It is the natural outcome of the conditions we have been speaking of. It's just the centralization of a business where the labor conditions are the easiest. And when you want tailors, you have to go to the cities.

As to the Measuring

"How has it worked out with us? Couldn't be better as far as our experience goes. You know the class that wouldn't buy anything but a custom tailored suit are dying out. And they're dying out because the special measure suit comes pretty close to the same thing. They are built on a certain type figure. You may not be the dead living image of this type, but the chances are that you come pretty close to it. Bill Smith comes in for a suit. He fits into one of these types, except that his legs are a trifle out of the picture, because his mother let him walk too soon, and probably he has one hip bone nearer the stars than the other.

"Well, you send along your order with Bill's little peculiarities carefully noted. Down at the shop they look over the measurements. Suit for Bill Smith, of Picton, they say, type such and such. The cutter has a type such and such all ready to cut. Hold on there; Bill's got an elevated hip. All right, says the cutter; we'll elevate it for him. Hold on again, Bill's a 'bandy' build. All right, we'll bandy them for him. And so Bill's suit comes back, a perfect type figure, except that the type has been bowed in the legs and hitched at the hips. But Bill doesn't mind that, for thus do they best clothe the framework with which he is endowed.

"Tom sees the suit and wants one just like it. Now it's no use giving an order like that to a custom tailor, because he will never cut a suit quite the same twice in succession. But with the special measure, Tom's suit will be the twin brother of Bill's, barring, of course, where Tom's skeleton plan varies from Bill's, because they are both cut on a standard model. That way, you see, if you want to duplicate a suit it can be done, but at the same time each sale is a sale, and every sale is not tied up with every other sale.

(Continued on page 58.)

Regular Garden Growing in This Window

An almost sensational feature of this demonstration of overalls was that the seeds were planted and actually grew to plants right in the window—a continuous attraction almost. Conducted by Almy's Limited, Montreal.

Selling Goods While Exhibiting Prizes

Frequently MEN'S WEAR *dealers are asked to display, in their windows, prizes offered for some sporting event. Such a request was recently made of Mr. Hawley Walker Yonge Street, Toronto. Being a lover of bowling, Mr. Walker, of course, acceded to the request. But while displaying the trophy offered he learned a thing or two which will be worth passing on.*

The trophy, as first displayed, attracted a great deal of attention—but did not draw customers into the store. Naturally this state of affairs was unsatisfactory. So Mr. Walker decided to show with the prizes some suitable lines of men's wear. He put in, as a background, sports coats, white ducks, white socks, straw hats, sports shirts and white cloth hats. The result—? Well, the huge trophy still attracted the attention of bowling enthusiasts, and while examining this many saw articles of sporting apparel which they would like to possess. They entered. They examined. They purchased.

This prize window—after it was revised—was, in Mr. Walker's opinion, one of the best he ever had.

WINDOW OF WORKING LINES DRAWS NEW TRADE

Brantford Dealer Finds Such a Display Very Helpful—Direct Sales Result Not Only in Working Lines But in Clothing.

A MERCHANT who was recently unfortunate enough to be burned out, conducted a large sale in Toronto. In summing up results of this sale he gave it as his opinion that the most valuable feature was the making of new business friends. It was an exceedingly high class store in which the fire occurred. Many people had thought that they could only get very expensive goods there and had stayed away. The fire sale, however, drew them. They then became familiar with the store, and now that the repairs have been completed they are continuing to come, realizing that goods within their means are to be secured there as well as the more high priced lines.

To bring a new class of trade to the store is unquestionably one of the great business considerations. Just how to accomplish this is a question which has worried many dealers. Mr. Leon Lazarus of Brantford has discovered a way—new to him at least, though doubtless one which other dealers have already employed.

Early in July Mr. Lazarus decided to feature in one of his splendid windows workingmen's lines — overalls, working shirts, gloves, etc.

He did not expect very great results, but realizing that there are a tremendous number of men in Brantford who were earning large money working in the factories, he decided to make these men see that he was interested in them —was anxious to supply them with their daily needs, and would be glad to see them in the store.

As a result of the display of workingmen's lines Mr. Lazarus not only doubled the sales in this class of goods, but achieved the even greater result of drawing new customers to the store.

Many who come in to buy the overalls or shirts, would look over the clothing, the result being that both the ready-to-wear and the made-to-order clothing departments did very large business—the largest the store has done in any similar period.

Indeed it is hard to tell what the full benefit of this window will be. New customers bought suits. Taking it for granted that they were pleased with the suits they secured there is little reason to doubt that they will come back again so that the benefit from this window which originally attracted their attention, will go on compounding.

The trade of a satisfied new customer is like an added annuity, and therein lies the great value of an attractive window—especially one which attracts new customers.

SUPPLYING U. S. OFFICERS UNIFORMS

Some Canadian clothing manufacturers, who, during the past three years have become experts in the making of officers' uniforms, recently have secured a good deal of business from Uncle Sam's officers training camps. The customs officials have evidently been requested to permit clothing men from Canada to visit these camps with their samples. It seems the U.S. factories cannot meet all the needs of the embryo officers in the required time.

DISCONTINUED BUSINESS

Legge & Thompson, Ltd., men's furnishings dealers of Moose Jaw, Sask., have discontinued business.

A splendid selling window for working men's lines arranged in the store of Leon Lazarus, Brantford. Many of the shirts, it will be noted, are shown in transparent paper bags.

Store front, showing one entire side devoted to working men's lines, and the other to high-class clothing.

WHAT DEALERS THINK OF SUMMER WEIGHT SUITS

Opinions From All Over Canada Seem to Indicate a Continued Growth in Popularity —The State of Affairs Hailed With Approval For Summer Weight Lines Are "Found Business"

AFTER the season for any particular line has drawn to a close, it is often worth while to sum up the experiences of the season—to tabulate the results—so that nothing may be overlooked and so that the buying for the corresponding period of the ensuing year may be based upon definite data.

This summing up of observations in regard to the sales of summer clothing is particularly worth while. Not only is the season just drawing to a close, but this is a class of goods which only in the last few years has come to the front. Dealers are indeed now making for themselves the basis which will guide their future orders. Having these facts in mind, therefore, MEN'S WEAR REVIEW has endeavored to secure information from many parts of Canada which will tend to enable a wide view of the subject.

Local conditions, which may not occur again next year, may have affected the trade in certain localities. The merchant will require to pay due attention to these local conditons, but not to give them unjustified importance. The wider view outlined here will prevent any such mistake. It does, we believe, present a fair idea of the importance of this summer-weight clothing—gives a definite summary on which to estimate the demand which will come in 1918.

The Best Year Yet.

On briefly summing up the experience of men's wear dealers, it may be stated that 1917 has been the best year for summer weight clothing which Canadian dealers have yet experienced—this in spite of the untoward weather conditions—the cold weather of June, and the rainy weather of late June and early July. As for the prospects, the consensus of opinion is that sales of this class of goods will grow steadily—that handling summer clothing will more and more prove important as the means of bringing splendid business for the clothing department in the formerly quiet months of June, July and August. There are of course, a few dissenting voices. In some localities business in this class of clothing has proved unprofitable. Usually these results have been due to unfavorable weather. The weather, the majority of our informants state, need not be expected to recur again. There are some localities, however, where merchants are of the opinion that the weather in June, July and August is so universally cool that this class of clothing is not desirable.

Getting Down to Cases.

It will be of interest, however, to give the opinion of some merchants:

A. M. Laidlaw, of Peterboro, is one who is enthusiastic about summer weight sales this year. "I might say," he states, "the sale of summer clothing this season has been immense. Particularly Palm Beach clothing. We featured one price of Palm Beach, same being $12.00.

"This season we did not have half enough of these light weight suits, which is an indication that the trade is taking readily to this line of hot weather clothing, and the sale would be larger each season.

"This is decidedly additional business, and does not in any way interfere with the sale of regular Spring or Fall clothing.

"For instance when a customer selects his spring suit we introduce Palm Beach suits and sell the two suits instead of one.

Large Sizes Wanted

"It is of interest to note that the sale of large sizes was easily five to one over the smaller sizes."

R. G. Barker, Amherst, N.S., like Mr. Laidlaw reports that sales of summer suits were larger this year than formerly—suits which in his store were sold at from $10.00 to $25.00. The demand he thinks will grow steadily although not too rapidly. It is a demand which he intends to cultivate for he considers this extra business.

Iroquois Falls Merchandising Co., Ltd., Iroquois Falls, Ont., find the sale of summer suits — especially special measure variety—has increased. Their models they sold at from $18.00 to $25.00. They found these give general satisfaction and give their opinion that the sales will increase if the quality of the clothing is kept up. Any falling off there would cause a dropping off in trade which they state would be very unfortunate as this is so much extra business. There is here a complaint made that some suits received have shown inferior quality of workmanship.

As has been said this is comparatively a new line. A number of merchants have only been handling it for one or two seasons. G. T. O'Brien, Chatham, N.B., is perhaps one of these. He gives it as his opinion that the sale of this class of suits was larger this summer than formerly although the number of sales was still very limited, but he believes the demand will grow and does

not think at all that selling this class of clothing will interfere with sales of the other lines. Mr. O'Brien sold his summer weight lines at from $12.00 to $15.00.

Calls It "Found Business"

Geo. Robinson of Penetanguishene, Ont., describes summer clothing line as found business. It does not interfere in any way with the sales of the staple clothing. The orders were bigger this year than formerly, and seem sure, Mr. Robinson feels, to increase. He was selling this year largely at $12.00 but evidently does not feel it necessary to limit the price. While Mr. Robinson does a good deal of business with summer visitors it was apparently not to these so much that he sold the summer clothing as to people from the town Penetanguishene.

In the large cities the sale of light summer clothing has been somewhat complicated. In Toronto for instance, the big department houses made a determined effort to shatter prices as soon as they found strong competition. It seems to be their policy to attempt in this way to drive out trade and get the field to themselves.

From Oak Hall of Toronto it is learned that the intention of the department house—if it was as has been indicated—did not achieve fulfilment. Oak Hall found the sale of these summer suits very much larger this year than formerly. Their best seller was a line at $15.00, but they had suits at $10.00, $12.00, $15.00 and $18.00.

"Is the sale of this line to grow larger each Summer?" the Manager was asked.

Canadians Just Waking Up

"No doubt about it," he answered. "The Canadian man is just commencing to wake up."

This may be a little hard on some of us Canadians, but there is certainly something in it. We have gone on sweltering in the Summer more perhaps because we did not want to wear a class of clothing that our fathers had not worn, than because we did not want to spend the money necessary to secure this kind of suit.

However, according to Oak Hall, this state of affairs is changing. At this store the expectation is that sales in 1918 will be very much larger than in 1917. There is general rejoicing at this, for here, as in many other stores, it has been found that sales of summer weight lines in no way upset sales of the heavier clothing.

Once in a while there comes an opinion from a member of the opposition which even the Cabinet benches recognize is worthy of consideration. Such an opinion would seem to be that of Wm. Story, of Story & Story, Winnipeg, Man. He says:

Speaks of Slaughter Sales

"Can't say much about these goods as we have not handled them. I presume you refer particularly to Palm Beach stuff.

"Personally I do not think much of them as a suit, and have never handled them for that reason. Nevertheless, they are being worn more than heretofore, and I believe will be even more popular next year.

"Certainly men seem to be looking for lighter weight clothes during the warm weather, and I think will be educated by advertising, to take up these feather weight fabrics.

"The sale of this class of goods depends entirely on the weather, as they are strictly a dog-day garment. Speaking from my own observations this season, would say that apparently we did not have the weather in this city to create a big sale for this article. I noticed those houses that handled this line cutting prices and making frantic efforts to get rid of the stock quite early, which would lead me to believe that the sale of these suits did not come up to expectations."

Ostrander & Co., Timmins, Ont., after stating that they have sold more of these suits this past summer than ever, at prices from $12.50 to $20.00, state that the growth is a sensible one and will enable mankind to be cool and well dressed in hot weather. This new business they say does not any more conflict with the regular spring and fall business than does the purchase of a dress suit.

The Farmers Buy Them

Meagher's of Belleville, Ont., state that while this was their first year in business in Belleville, they found the sale of light weight summer suits very good. This is an interesting fact particularly because Meagher's get a good deal of their business from the farmers. It begins to be more and more evident that men on the farm as well as in the cities and the town are ready to buy this class of clothing. The farmer seems to have revolted from those days when his Sundays were made miserable with the "biled" shirt.

M. S. Goss of Dunnville, Ont., is another new dealer in the field who had good success in his first year with summer suits which he sold from $10.00 to $15.00. His short experience leads him to feel that people see the extra comfort they get from wearing this class of suit and that they will take to it more and more.

Some Contrary Voices

But as has been said some dealers are not quite certain about this line. K. M. Stephens of Grimsby, Ont., sold this past year about as many as formerly, but states that the season for this class of clothing is comparatively short, and for this reason he is not certain if carrying a big stock is wise.

Pratt Ltd. of Sault Ste. Marie, Ont., feel that the hot season is so short in their section that it is not wise to sell what might be termed hot weather clothing for men. "We have found," they state, "in the past, that the left-overs more than took our profit from the line. Good all the year suits for us," they conclude.

Much the same opinion is given by A. Sweet & Co., Winchester, Ont. Says Mr. Upton of this firm, "We have not found the sales of summer suits profitable. The season is short. Our trade is mostly with the farming community and we have found too large a proportion of our stock on hand at the end of the season. In a large place it might work out differently."

John Carruthers, Orillia, Ont., states that they do not carry as many of these suits as their trade is largely in staples. He does not look with favor upon the line, stating that if men are wearing these suits they are saving their others and it means extra stock for the merchant, who will need to get more business if he is to make it a profitable line.

This is, of course, exactly the point. The merchant must get more business and the question for each man to decide is whether this class of clothing will enable that result or not.

W. H. Roach & Co., of Windsor, N.S., states that there is no very warm weather down there and that their trade is for medium weight goods in medium dark colors, blue is always strong.

It must be borne in mind however that merchants in the same province are finding the line a good one. The class of trade served may have a good deal to do with the advisability of handling this line in these provinces where there is no intensely hot weather over a long period of time. There are certain men who are quite willing to spend $20.00 for a suit which they will wear only three or four weeks in the summer,—men who will be glad to put on a suit for the day time of light weight and be ready to change into one of heavier weight for the cool evenings.

Brown's Limited of Portage La Prairie are convinced that the demand for summer weight suits did not hurt their other business in the clothing department. They have not noticed a great development in this business as yet however.

What is the Conclusion

So it goes. In one town the demand has been very good. In another it has not been as good. But taking it over the whole country there has unquestionably been a big gain in the popularity of this class of clothing—this in face of the remarkable backward and cold summer. With the Canadian conservatism broken down as it evidently has been, and with the seasonable weather of former years, it would seem that business in summer weight lines in 1918 will take a big upward bound.

Prices Likely Higher

There seems every reason to expect that prices in this summer weight clothing will be higher than formerly. One cloth manufacturer, for instance, has advanced prices so that a popular line is now at $1.37½ per yard. It takes

Attractive General Clothing Trim

WITH *September will come a call for suits, for Fall overcoats—for Winter overcoats too, on the part of the fore-handed customer.*

You will want to play up clothing strongly in advertising and in window trims. Now a good clothing trim isn't the easiest thing in the world to arrange, so herewith we show one, which we believe, many dealers could use as a model.

Some may prefer to get an easier, freer appearance, by throwing a coat over a chair, or some such wrinkle. Very good. But the trim shown gets results. It displays to advantage a good many models, with prices. It is not so crowded as to be unattractive. It requires only such display fixtures as the majority of clothiers have, or should have.

This trim can be improved, we hope, by many; but we submit it at this season as a good working model.

about 3¼ yards to make a suit so that there would be $6.50 value in the cloth alone.—that is counting in duty. Making the coat comes very near the $2.00 mark and for the pants something approaching $1.00 has to be paid. Then there is cost of lining and trimmings which would take another 35c. When selling cost is added to this it will be seen that such a suit could not be sold to the trade at much less than $12.50 or $13.50. But even if prices do advance shortly—and after all it will probably be found that cheaper suits than this will be on the market—there seems reason to believe that buyers of this class of suit are willing to pay a fair price.

The fact which Mr. Laidlaw notes—that the large sizes are in particular demand is of importance. These men who wear the large sized clothes are often the men of large resources to whom an extra dollar or two means little compared with comfort.

EATON'S ADOPT NEW SYSTEM

Big Mail Order House Introduces New Scheme For Handling Out-of-Town Trade—Better Delivery and Advertising Facilities Offered.

IN the past the mail order catalog has been an unwelcome visitor to the communities surrounding the city of Toronto and with high hopes of securing still further trade from such centres, the T. Eaton Company have adopted a new plan, the outstanding features of which are, more rapid delivery, better advertising facilities, and the advantage of "personal contact," and overcoming the disadvantages of mail order.

Plan Adopted in Three Ontario Towns

The plan which was introduced in Brampton, Ont., just five weeks ago, following its working out in the towns of Aurora and Newmarket, consists of the appointment of a local man to operate a motor truck supplied by the T. Eaton Company, and to deliver their parcels at a certain rate per parcel. In Brampton an office has been opened, and a girl is employed to take orders and payment. It is also her duty to telephone in the orders to the Toronto store, after which the parcels for the town are all collected in one shipment and forwarded by express. On reaching the town representative, the parcels are placed in the truck and delivered. In this manner, orders placed in the morning are delivered the same afternoon, and orders placed in the afternoon are delivered the following morning. Delivery is restricted to the town itself, so that farmers in the outlying districts have to call for their parcels at the local office. Under the mail order system, parcels at first were delivered on the rural routes, but the abolishment of this practice some time ago made it necessary for some new plan to be adopted, hence the new departure as outlined, though the inconvenience of having to call in town for parcels has still to be faced. Such inconvenience has been minimized to a great extent by the practice of farmers coming to town for the day, to place their orders early and return with their parcels on leaving town the same afternoon or evening.

New System Has Many Advantages

The advantages of this system are quite apparent, for it offers delivery facilities almost equal to those offered by the town merchants themselves, and the advertising effect of having an Eaton man call in an Eaton truck is of untold value.

In the case of Brampton, the local express agent, Mr. Lowry, is acting for the T. Eaton Company, and is kept busy delivering parcels, which represent a weekly business approximating in value $2,000, according to the estimate of local residents. No extra charge is added to purchasers for the express charges, for the parcels are sent in large trunks, on which such charges are reduced to a minimum, and, in addition, it must be taken into account that a large weekly postage bill under the mail order system is hereby eliminated.

Hotel as Sample House

There have been unending rumors about plans for further development in the case of Brampton, but nothing definite has been done as yet, and no confirmation is forthcoming. The Queen's Hotel in the town has been for sale for some time, though it is at present rented, and at the time the T. Eaton Company inaugurated the plan outlined there were rumors that the hotel property was to be purchased and turned into a sample house, where prospective purchasers could examine the actual goods before placing their orders. This rumor was started as result of some enquiries about the property, though similar rumors were connected with other Toronto firms as well. The owners of the property deny the sale of the hotel and very non-committal have been the replies of the T. Eaton Company to enquiries of local real estate agents concerning the property.

It is possible that the introduction of the new plan may be followed by still further developments, and the opening of such a sample house might be considered as a logical procedure, but as yet there is no confirmation of the matter. At the present time the T. Eaton Company representative is located in his own office in the Canadian Express building. No extensive equipment is required for the work done, and herein lies one of the chief factors which is considered unfair by the town merchants. The town business tax of 20 per cent., it is claimed, is levied on the premises occupied, and it is, therefore, apparent that the retail merchants are paying a great deal higher tax while not securing a fraction of the business of the T. Eaton Company.

Business Not Much Affected

To date, the town merchants generally report that the new plan has affected them little more than under the mail order system, but the possibilities involved in the plan are unlimited.

T. Eaton Co. Is "Mum"

Seeking confirmation of the new delivery plan and its relation to the rumored purchase of the Queen's Hotel at Brampton, a representative of MEN'S WEAR REVIEW interviewed Second Vice-President Magee, of the T. Eaton Company, and while nothing definite was forthcoming concerning the matter, the elusive replies and failure to deny the matter were evidence that the giving of information along this line was not relished by the Eaton authority, who preferred to keep safely in the dark anything which has been done in the matter.

FROM TAILOR-MADE BUSINESS TO "SPECIAL MEASURE"

(Continued from page 52.)

Keep After Customers

"Of course, we aren't letting our old customers go. We have a record of them back for twenty-five years, and we've got a proposition for them that we believe is sound. There are still some who think a tailored-to-order suit is the hallmark of the gentleman, but they are gradually decreasing. Mind you, this made-to-order business is a nice business—the very nicest—where you have a good steady trade, and are in a centre where the labor difficulties do not catch you. But for the smaller centres—well, we believe that the special order is the best proposition, and our experience so far has only given strength to our belief."

STOP EXPORT OF U.S. COTTON TO NEUTRALS.

A report has been prepared for the approval of President Wilson recommending that cotton, of which the South produces a tremendous crop, shall be placed under the restrictions of the Exports Council along with a number of other articles. Figures recently published showed the tremendous increase in the exports of cotton to neutral countries accused of supplying Germany.

BUSINESS CHANGES

Riverhurst, Sask.—A. J. Mathieu, dealer in men's furnishings, has commenced business.

Lethbridge, Alta.—W. B. Kester & Co., dealer in men's furnishings, boots and shoes, has commenced business.

INTERCEPTING ORDERS INTENDED FOR M.O. HOUSES

Browns, Limited, of Medicine Hat, Have Retrieved, in 5 months, $22,000 From the M.O.H.'s—Plan is to Get Opportunity of Figuring on Orders—Usually the M.O.H. Prices Can be Beaten From One to Five Per Cent.

WITH the mail order houses reaching out more and more graspingly for business, it becomes more and more a problem of the retailer to devise means whereby trade may be held. Brown's Limited of Medicine Hat have, in their fight to hold trade in their city, undertaken some novel schemes. They border on the sensational—there can be no doubt of that. But a sensation very often is good advertising, and, while the full results of Brown's effort to offset the incursions of the M. O. H. into their community can not be told yet, it is abundantly evident that great interest has been aroused in the store, certainly the business held—the business saved from the retailers "slough of despond" the M. O. H.—has been very gratifying.

Admit the Danger

But what is this method, adopted by this aggressive western firm, of fighting the mail order houses? Well, they "carry the war into Africa." They don't, Ostrich-like, hide their head in the sands of pretending "there ain't no such animal" as the M. O. H. They admit there is, and frankly speak about it to their customers. Brown's Limited, indeed, rely greatly on being frank with their customers.

While the firm did not know the exact amount of business going from their district to the big Winnipeg mail order houses, they did realize this must be large. They figured there was just one reason for this business going—that the people believed they got better value from the mail order houses.

Thinking this over Brown's Limited came to the conclusion that the people were wrong—that the people could not get better value, on the whole, from the M. O. H.'s—couldn't get better value in dollars and cents, and certainly couldn't get as good value in service.

Prepare Our Mailing List

Having reached this conclusion a mailing list of 5,000 names was prepared. Letters were then sent out asking that the orders intended for the Winnipeg mail order houses be first sent to Brown's Limited. The promise was given that Brown's Limited would figure upon the order. If they could give a better price they would so advise, otherwise they would send in the order to that mail order house or the firm of which the order came in. Of course the price to be paid—according to the M. O. H. catalogue—was to be placed opposite each article ordered.

Stood To Gain Only

This proposition proved very appealing. The customer stood to gain something, and at worst to lose nothing. No wonder they sent in the orders to Brown's Limited.

Don't Question the Staff: they don't know him! Who? ➤➤ "BROWNS' MAIL ORDER MAN"
SOME OF THE QUESTIONS ASKED: Is he tall? Is he thin? Is he fat? What color is his hair? What color are his eyes? What kind of necktie does he wear? Where is he stopping? Do you know him?
I don't know. The clerks don't know. They have never seen him.
HOW YOU WILL KNOW HIM—Say to everyone you meet "You are Browns' Mail Order Man!" Show him the receipt slip and prove to him that you are a subscriber to the News. He then will introduce himself and take you to the Big Cash Store, where they sell at mail order prices.
DRESSES—New Ones—They are beautiful, and when we say that they are prettier than anything which we have shown this season, we are saying a great deal. They are made up to the minute in style and color, with all the season's latest trimmings. Coming in Chiffon Taffetas, Georgette Crepes, Crepe de Chines, Satins, Messalines and Taffeta and Voile combinations. These dresses just arrived by express, and are now on display in our ready-to-wear department, on the second floor. Prices $20.00 TO $43.50
SUITS—Another Shipment Placed into Stock—Accurate expressions of the most advanced fashions. There are many new ideas shown in this latest shipment. Just the styles that you have been longing and wishing to see and wear. They are beautifully tailored in all the new cloths for spring suits, coming in the season's most favored shades. We extend an invitation to all the ladies of the city to make a personal inspection of this stock. Prices $13.50 TO $43.00
COATS—An Excellent Assortment to Pick From—Coats tailored of French Serges, Wool Poplin and French Gabardines, in very fine weaves, in all the latest and most up-to-date styles and shades. Coats of Poplin, Taffeta, Shantung, Jersey Cloth, Silk, Velour, Fancy Tweeds, Shepherd's Checks. See them for yourself. Prices $13.50 TO $43.50
DON'T FORGET TO LOOK OVER OUR STOCK OF MIDDIES—Very smart Middy Blouses—Again this year Eveity joins hands with comfort in the unique effects revealed in Middy Blouses, whose lines are not only decidedly smart but also certain to yield becomingness to the wearer—a woman will have to admit that this is true when she looks at these entirely exclusive and new samples which are very distinctive. In them is the charm that arouses enthusiasm and around them clings the atmosphere of the out-door days of summer. There is a wide range for choice for the girl in her "teens" as well as for the woman of more mature years. Made of best quality of jean. Prices $1.00 TO $2.50
SPECIAL IN MIDDIES—Six dozen only, bought to sell at $1.00. Come in belted with three-quarter sleeves and cord piped. Special, each 79c
NEW GLOVES—The final touch of refined elegance to a smart costume. Many a season has come and gone since we have seen glove styles so thoroughly charming. Soft kid and fine silks, with heavily stitched and embroidered backs are offered here in all the desired shades, including the white with black stitching, and the prices are very reasonable.
DENT'S OR PERRIN'S, per pair $1.50, $1.75, $1.90, $2.00 SILKS, per pair 60c, 75c, $1.00, $1.25
NEW NECKWEAR—A bit of white, not always white, however, for sport styles in a "riot" of colors is favored for this season, greatly accentuates the charm of a tailored suit or frock. And here are all the most popular styles and the most interesting showing at equally interesting prices. We have Crepe de Chine, Georgette Crepe, Fine Swiss Lawn, Flannels, Broadcloths—in fact any material that one would wish to wear. The prices range from, each 25c TO $3.00
FOR MEN: "Every Item a Topliner"
They light the way to true economy and make every dollar shine brilliantly by increasing its buying power.
MEN'S SUITS—We have a special line of Men's Tweed and Worsted Suits, in stripes, cheeks and fancy mixtures, made up in the latest style for men; suitable for businessmen, clerks, etc. These suits are sold everywhere for $23.50 and $24.00. Our special price, each $18.75
We are the Medicine Hat agents for Lieshman's Hand-tailored Suits for particular men. Come in and look over our samples and be fitted as you should be by competent men.
MEN'S NAVY SERGE AND TWEED SUITS—520 suits to select from; made in all the latest styles. Clothas: Tweeds, Serges, Worsteds, etc., in mixtures, stripes, checks, invisible plaids, etc. Buy your suit where you can always save $5.00 to $8.00. Prices $12.50 AND UP
WHEN IT COME RIGHT DOWN TO SELLING NEW NECKWEAR, we're certainly right there with the goods. We carry all the newest and most up-to-date neckwear specialties to be had, all colors and styles. Prices 25c, 35c, 50c, 75c, $1.00 and $1.25 each
THE CORRECT STRAW HATS FOR MEN—Men careful of their appearance, appreciate the importance of individual fitness in a straw hat. It is more necessary to have a correct shaped straw than any other kind of hat. It's more conspicuous. We show so many styles and proportions of straw hats that every man can be exactly suited. In Panama Hats we are showing the best values to be had in Canada at each $4.50 to $7.50 Sailors at $1.50 to $3.75 each
SO YOU WANT A PAIR OF MEN'S ODD PANTS? The stock is here: Tweeds, Serges, Worsteds, etc., in plain colors, checks, stripes, and fancy mixtures. Each $1.85 UP
Boot and Shoe Department
Here's a shoe that will stop you: Rich dark tan, with Goodyear welt soles. It's made on one of the snappiest English lasts you have ever seen. Price $6.50
You simply can't beat it for real smart, up-to-the-minute footwear. Make it a point to come in and we will show you how well they look on your feet.
WE FIT THE FEET AT UNDERPRICES
IT PAYS TO PAY CASH at
Browns' Limited
QUALITY - SERVICE - PRICE
Office Phone 3006. General 3006. Grocery & Meat Depart. 3004
Where They Sell at Mail Order Prices!

One of the Advertisements run by this aggressive firm

Many, moreover, expressed themselves as preferring to buy in their own district, other things being equal. Under this scheme other things were more than equal. The price was better. The opportunity of exchange was given, as it could not be by the M. O. H. Then there was the question of personal guarantee given by Brown's Limited. The opportunity to get a rebate, or a new article, if the one originally purchased proved defective.

What Was Discovered

What this Medicine Hat store found, as a result of studying many orders intercepted on their way to the mail order houses, is of very great interest. "Usually" Mr. Brown states "we can arrive at a total for a whole order from one to five per cent. less than the price the mail order house quotes. Some items the M. O. H. furnishes a dollar or two dollars cheaper than can Brown's Limited, but

SOMETHING PECULIAR ABOUT GOVERNMENT ORDERS

The manner in which tenders are called for and orders given by the Military Stores Department at Ottawa has frequently been criticised by manufacturers. As the matter is of importance not only to manufacturer but to the trade as a whole, we relate the following facts, withholding certain names for obvious reasons—

An Ontario manufacturer of suspenders received a request to tender for a certain number of braces—this was the department's term—by a certain date.

Having tendered several times unsuccessfully—once having named absolutely cost figures without counting in any overhead, to see if the tender was procurable at figures even which did not appear reasonable—the manufacturer decided he did not want to tender this time. So, in place of sending in a tender there went to the department a letter hinting that an established manufacturer in this line didn't seem to have much chance of receiving an order, hinting that the order is not always to the one who makes the best goods at the best price.

No reply came to this letter, but in the course of a few days there did come from the Stores Department a notification expressing regret that this firm's tender had not been found acceptable, and advising that the order had gone elsewhere—exact place not specified.

So this manufacturer is in a quandary.

He had not tendered, yet he was advised that his tender had not been accepted.

He had written a caustic letter instead of tendering, to which he had received no reply.

What had happened?

Had his letter of criticism been taken for a tender? If so, were the tenders opened at all, or was the matter cut and dried before the tenders were called for? Or was the department's system bad—advice of the orders placing elsewhere merely being sent to all who had been asked to tender?

It is a question.

this is levelled by other items which we are able to sell cheaper.

Another interesting point. Brown's Limited have found that the orders going to the M. O. H.'s are chiefly for men's wear, dry goods and ladies ready to wear —very little, as far as they have found, goes in their district for groceries.

Save $22,000 Business

But what have been the results, so far apparent, of this front trench warfare with the mail order houses? Again Mr. Brown, of the men's wear department is quoted in effect as follows: "From October, 1916, to February, 1917 we have redeemed sales going to Eatons totalling $22,000."

Whether Eatons is here used as a sort of generic term for mail order house, or whether it stands for the orders going to the one firm we do not certainly know. Of course Eatons is the leading mail order house of the West, but not the only one by any means. Simpson's are now in Regina. Christie-Grant in Winnipeg are doing a large, and apparently growing business, and there are several other houses.

But in five months at least $22,000 was redeemed for this store. The margin of profit on this turn-over was doubtless small, but the payment, remember, was cash. The gaining of friends for the store must also have been very important.

Value of Making Friends

This question of making friends is one never lost sight of. Making friends, indeed, is the one thing these brothers, who just a year ago came to Medicine Hat from Prince Edward Island, believe has most helped them in doubling the turnover of the business they bought.

The two Browns spend much of their time walking about the store, speaking to the out of town customers, and making them feel at home. Frequently, at night, they go about in the country. There they talk crops with the farmers they meet—show a general interest in the farm life. Very little is said about the store. Usually the Browns have some oranges along for the children. These little trips to the country have helped build trade. The farmers, especially those of foreign extraction who feel it a particular disadvantage now—and there are many such in this district—like to deal at a store where they are known, where the proprietors have shown themselves their friends.

This store believes in advertising—flashy advertising sometimes. Brown's Limited has been offering $75.00 for the capture of a person they call their mail order man, who each evening tells in the papers of his narrow escapes. But the store's work of especial note is its fight to hold the business which has been going to the mail order houses.

Barnes Knitting Corporation of Canada, Ltd., has been incorporated at Hamilton, Ont., with a capital stock of $10,000, to manufacture and deal in clothing and wearing apparel of all kinds.

U. S. A. AFTER BLANKETS IN CANADA

A good many orders from the United States for blankets have found their way to Canada, the military authorities across the line badly needing such supplies.

One Stratford manufacturer was tendered a big offer for his wool supply—the request being that he turn this over to a blanket manufacturer. The offer, of course, was not accepted.

"Where," asks the manufacturer, "would I get enough more wool to enable filling the orders I have booked? And if I didn't fill those, to the best of my ability, where would I be after the war."

Where, indeed? A friend made in time of need will prove a friend indeed a little later on.

INCORPORATION

American Panama Hat Company, Ltd., has been incorporated at Montreal with a capital of $25,000 to manufacture and deal in ladies' and gentlemen's hats and caps of all kinds, both wholesale and retail.

R. Duguay & Company men's furnishings, Montreal, Que., have sold out.

Abbey, Sask. — Ketcheson & McLung, dealers in men's furnishings, have commenced business.

Saskatoon, Sask.—Mitchner-Buchanan, Ltd., dealers in men's furnishings, have changed name to Mitchner Ltd.

Tracing Further Style Developments

Styles of 1885

1894

Fall 1895

The illustrations in connection with MEN'S WEAR REVIEW'S *Confederation Section in July caused a great deal of interested comment. We therefore are reproducing a few more of these old styles. Some—such as the double-breasted business suit of* 1885*—does not look so very strange; yet the pictures make it clear that each decade had its peculiarities—more evident in retrospect, doubtless, than they were at the time.*

SPECIAL APPEAL FOR RAILROADMAN'S BUSINESS

G. A. Hunter, of Dauphin, Man., Goes After This Business in a Way Which Catches the Attention of the Class He Wants to Reach.

POINTS TO NOTE.

Mr. Hunter attended the dance in which railroad men were greatly interested.

Not only did he thus make more friends, but he got the idea which made his sale of working men's and other lines, possible.

The results of his novel advertising were direct, and indirect benefit also accrued from making the railroad men feel that their business was particularly appreciated.

Mr. Hunter, is a close reader of trade papers. From these he gets many ideas.

IN these days, when the trade of the mechanic is so worth while—not only for what his large purchases of working clothes mean in profit, but also for the benefit to be received from selling him the finer men's lines which he is anxious to buy for off-hour wear—a scheme to attract mechanics is worthy of the consideration of all except those few merchants who specialize in business in fine lines. The outlining of a scheme to attract the attention, and the trade of railroad men, therefore, will be of value to many of our readers.

Perhaps the same kind of a sale, with the same class of advertising, could be carried on to advantage in other railroad centres. Perhaps, in this history, will be the germ of an idea which will enable the planning of sales to attract the trade of shipbuilders, munition workers, farmers —sales to attract the varied classes of workers who so frequently live in the same neighborhood, so that one store has a large share of its patronage from a certain class of mechanics.

Railroad Men's Trade Important

G. A. Hunter, of Dauphin, Manitoba, is particularly interested in railroad men. Dauphin is a town of about 3,000 inhabitants, and many heads of families are railroad men. Dauphin, indeed, is a junction point on the C. N. R. branches going to Winnipeg, to Le Pas, to Prince Albert.

While Mr. Hunter does not limit his efforts to getting the trade of the railroad men he is continually bearing them in mind. Many of them are his friends. He tries to think their thoughts.

Here is a big point. It was because Mr. Hunter attended a railway men's dance, some weeks ago, that he got the idea for an advertising scheme which proved a winner, both by way of attracting immediate business, and by way of increasing the esteem in which the store is held.

Copied the Train Order

As all, who have moved with railroad men know "train orders" are issued as every crew goes out. These, naturally, are carefully read. They are printed in a certain class of paper in a certain way so as to be immediately distinguishable. They have the right-of-way in a railroadman's attention.

Now at the dance of the railway men the invitation and the programme both were printed in the form of a "train order." They made a hit, and then the idea of using the same scheme to advertise his store occurred to Mr. Hunter. He let some time elapse, enough to cause the scheme to be absolutely fresh, then he arranged for his 10 per cent. discount sale, and prepared the advertisement in the form of a train order.

Almost a Duplicate

Note how closely the advertisement, which is reproduced here, followed the regular train order which Dauphin train men are accustomed to receive, and to note—to memorize almost—from beginning to end.

The advertisement reads: "You will run a light shopping extra." The railroad form might read: "You will run a light extra train to Swan River, etc."

But read the whole advertisement. It's strong points are very evident.

Appeal to Human Nature

Mr. Hunter advised a MEN'S WEAR REVIEW representative, at present touring the West, that this "train order" circular is one of the best things he has ever put out to attract attention. It brought direct results. Railroadmen would enter the store in the best of humor and mention the "train order" they had received. The idea of the special attention given them—the special appeal made for their business—doubtless tickled their vanity.

Continued on page 77

FORM 31

Hunter's Railway-Men's Store

TRAIN ORDER No.

191

To ... | At ...

X ... Opr.; ... (TIME)

You will run as light shopping extra to Hunter's and not pass there until you have full tonnage in overalls, gauntlets, shirts, boots, underwear, and anything else which is first out on store track.

A discount of ten per cent. will be allowed on your tonnage. Do not pass up this discount and take all the tonnage you can in Men's wearing apparel.

Our store track is blocked with all kinds of Men's wear and we must get them out; so don't forget the ten per cent. discount. When ready to pull out with sufficient tonnage, slow up at Mileage 444 and have your cheque cashed.

E-X-T-R-A

C.N.R. cheques cashed after 12.00-K noon.

G. A. Hunter.

CONDUCTOR AND ENGINEER MUST EACH HAVE A COPY OF THIS ORDER

REPEATED AT (TIME)

CONDUCTOR	TRAIN	MADE	TIME	OPERATOR
B. A. Overall	Extra	Complete	12.00-k	C. A. Gauntlet

The circular which caused so much comment and did its part to draw the valuable railroadman's trade.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY

143-153 University Av TORONTO-CAN.

VOL. 7. SEPTEMBER, 1917 No. 9

CREDIT, it is well to remember, is still king.

* * *

GOODS in the cellar are valuable, but considering the business as a going concern, money in the bank is more valuable.

* * *

MONEY in the bank means ability to take discounts. For merchants who have the money laying in stock, wisely, is undoubtedly profitable, but laying in stock by merchants who thus cripple their credit is turning a sod for a business grave.

* * *

FOR years the effort will be to speed up production, to the end that taxes may be paid and reduced. For years, therefore, the mechanic will be a man of great importance—a man of great collective buying power. His business will be worth planning for.

Too many men's wear dealers have overlooked the mechanic—at least have overlooked him when he was in his mechanics' clothes. Business in this class of goods has been driven, often, to a poor class of shop run by a poor class of merchant.

It is time for a change. There will, of course, be some stores which specialize in the so-called high-class goods. Properly so. But the majority should find their best interests served by catering to the high class clothing needs of all classes—including the mechanic—and to the need for working clothes felt by the mechanic, and by others.

THE PREVENTION OF PILFERING

HAVE you had any trouble with your express packages?

One Ontario manufacturer—who like so many others has this year been called upon to rush many orders by express—advises MEN'S WEAR REVIEW that he has received letter after letter from the trade saying that shipments were short. Naturally he investigated and has proved to his own satisfaction that these short packages were opened after being shipped and before they reached the dealer to whom consigned.

Such pilfering is very hard to stop. Human nature being what it is, there need be no great surprise that the express companies have employes who will steal on occasion. Neither need there be surprise that a man will show talent in opening a parcel, which, if otherwise applied would take him well up the ladder. Indeed the only sentiment which need be aroused is one of determination to stop this annoying, this profit-eating practice.

The shipper in question is now stamping on each package—using open-face type which permits the printing being done right over the address, so that any opening of the parcel in transit is impossible—a suggestion that the recipient immediately check up the contents—in the presence of the express man if possible—and ascertain if all is as it should be.

This seems a good idea. Delay in opening packages undoubtedly prevents the responsibility being fixed. Express packages, after all, are small. They can be opened in the presence of the express company's representative. Then, if anything is wrong, steps can be immediately taken to detect the guilty party, or, to determine if the shortage is the result of a mistake.

This immediate opening of express parcels would get the express men themselves working to detect any dishonest co-worker. It is safe to estimate that the great percentage of express employes are scrupulously honest. If mistakes—pilfering—was directly brought to their attention the guilty would quickly be apprehended.

WHO CAN SELL?

"I'M awfully busy, Jim. Can you give me a hand with that neckwear?"

The speaker was a large retailer, the one addressed a partner in a neckwear firm—one of those twentieth century partners who go out after business when opportunity arises.

The neckwear man fairly jumped to give the help asked. He sold, in half an hour, a good many ties—all of high quality and high price. Then came his reward.

"I thought you said, John," he remarked, "that these high priced ties couldn't be sold to many customers."

"Oh," replied the merchant, "*You* can sell them, and *I* can sell them. We appreciate the value and can make others appreciate it, but these fellows," indicating his clerks, "can't."

It was a hard charge. We believe untrue as regards many clerks. If we were a clerk, however, we would see that such a charge could not be made against us personally. We would try to sell the high class lines—the lines which give the greatest value.

There is fun in turning people from a good cheap article, to a better more expensive article. It can be done, and general satisfaction results.

LETTER FROM A MEN'S WEAR DEALER TO HIS SON

Somewhere in France is a boy, whom we know, who somehow finds time to write almost weekly to his father, and almost every letter contains somewhere, this sentence: "Tell me something about the business, dad."

Letters such as go to him would perhaps be of interest to us all, for they tell the remarkable daily story of the present remarkable business life.

—The Editor.

MY DEAR SON:—

When you get back, and are again helping me pursue the elusive and diminishing dollar, you'll be mightily surprised at some of the things you see in this old store—and most of all you'll be surprised at the change in some of our customers. I've seen this change come about, yet when I stop to think, which I still find time to do occasionally, I'm fairly amazed.

You know young "Fatty" Jenkins. I think you gouged $7.00 out of that kid once for a suit. Well "Fatty" was in here to-day and bought a suit for $12.00. Never turned a hair about it either, though I tell you frankly it wasn't any better than the $7.00 togs you sold him.

Where did "Fatty" get the $12.00 in one lump?

Oh don't you worry. He had it. All the kids have. "Fatty" is delivering parcels for Smith after four and on Saturdays. He gets $6.00 for that every week, and now that school is closed he is working at the smelter. Must be pretty hard for the kid, but to do him justice he's sticking like a good one. Perhaps it is for the $1.75 a day which he gets, but you know, son, I believe the example you chaps are setting is having an influence on us all. Perhaps that's part of the work you're doing.

"Fatty" will lose the reason for his name if he doesn't watch out. There's certainly no fat about his character now. He's getting quite a man. He'll need to be too, for there's going to be lots of work for these kids to do from now on. Because I can see that change coming I've given a great deal more space to our boys' department. It will surprise you when you see it.

And you'll be surprised in young Coulter. But you may see him before you get back. He'll be 18 next year, and when I saw his father at the bank yesterday he told me Jim is going to enlist when he passes 18. He's a big boy now—and while a year or two ago I wouldn't have thought there was soldier stuff in him I've changed my mind now.

Do you remember how poor Bill Hodgins told you he longed to lick that kid when he would come out from under the sofa on which Bill was courting Helen. I thought young Jim was a sneak, then. Perhaps he was, but he's handling 85 lb. shells now—getting 32c an hour as inspector, no less, up at Wright's. Wright tells me the kid is as good as he wants.

That job keeps Jim pretty busy, but he drops in for working gloves and overalls every now and then, and he still thinks any shirt with less than three vivid colors is too quiet for his use.

Speaking of overalls, do you realize they are selling for $2.00 now—yes, we're getting it, and getting it easily enough too. The stunt, until recently, was to get the overalls. Now I have a good supply tucked away and I didn't pay $19.50 for them either. But they're going higher, I'm sure of that, and I'm buying more as I go. Uncle Sam, our new Ally, is buying huge quantities of cotton, you see, and that, and the smaller crop seems certain to drive prices still higher.

Where will it end? Huh! Nobody knows.

By the way there's an effort on foot to turn the smelter into a shipbuilding plant—don't know the details, but I do know shipbuilding is going to be a big industry in Canada for years, and I hope our town can get in on the business. It will mean a lot for us. The yards in Collingwood are working almost continuously, I hear, and have enough orders now booked to keep them busy for four years. You know what those fellows earn, and what good spenders they are. A bunch like that here will make our old shop pretty busy. Oh there'll be a fine business here for both of us, and some day it will be all yours, my boy. If it weren't for thinking of that I don't know that I'd take such pleasure in the daily grind.

Tom Bryce, of the Hunt Neckwear, was asking about you the other day. Tom had the nerve to show me some ties at $10.50—old $8.50 stuff. Had quite a song and dance about war insurance and one thing and another making that price necessary. Guess he was right too. I've read something along those lines. Anyway I bought some ranges. Am selling them at $1.25—yes, and am getting it. The people, son, want the best now, and they are able to pay for it.

Big Jack Aylward was in yesterday, perspiring all over his collar as usual. The sight reminded me of a scheme I had read, and I suggested to Jack that he buy a waterproof collar. He thought it would be cheap looking, but when I showed him some of the

(Continued on page 85.)

TALK OF CONSERVATION, BUT ONLY TALK

Rather Than Saving Cloth, New York Seems to be Going to the Other Extreme—Talk of Abolishing the Patch Pocket and at Same Time Feature the Bellows Pocket.

IF it were not for the fear of appearing to appropriate one of the phrases of the newspapers it might be opportune to remark that the war is still very much "among those present." This war is still the most pronounced thing not only in the Borough of Manhattan but everywhere in this good country of ours, and this after several months in which we have had the opportunity to get acquainted with it. Well, considering this fact, perhaps it will not be necessary for me to lay any extra stress on the fact that it is a matter that has gotten well beneath the epidermis of the American citizen of whatever nationality. Really deep down, underneath, after the painful and ultra-familiar manner of the Florida Red Bug.

This being so, and as there are no guttural voices, as was at one time expected, playing a particular hob with the chorus, why we will consider it unanimous.

SOME WORDS ABOUT CONSERVATION

The reason for trumming thus lengthily on this one string, is that like every other activity, the things that men adorn themselves with are being most unmistakably influenced by these conditions. You can't go anywhere without bumping your ivory top against the idea, say of conservation. Now that's an idea as foreign to the true born American, as are the latest arrivals at Ellis Island. Why we have built up a whole literature with us as the chubby-faced hero casting away the golden doubloons. We liked the idea. We never saved anything. All the waste went to the making of the picture.

Well that idea died peacefully some months ago, and we are going along our erstwhile way, planning how to make two suits of clothes blossom out of material only enough for a single doublet in the good old days.

This little idea has been responsible for a very considerable number of suggested innovations. Some of these suggestions might get beyond the suggestion stage. For instance, the innocent appearing cuff on the foot of the trousers, has turned out to be an enemy in disguise and is using up material that might be more usefully employed in making more strategic parts of similar garments. Well there seems to be no good and sufficient reason why anyone whose development does not stop at the collar should greatly worry over this. Legend has it that the style was instituted by an expatriated Briton, who loyally wore his trousers turned up because it was probably raining in London.

THERE IS NO BETTER REASON KNOWN

Patch pockets are also under the suspicion. As any other sort are just as useful there is no need for any hysterical sorrow on this ground. The omission of starch from the snowy bosomed shirt will not even give us a pang of regret should it be so decreed. The suggestion of kilts instead of trousers is a matter dependent entirely on the calves of the individual.

Well, these are after all, only possibilities. In these early days we are rather inclined to feel that merely making ourselves uncomfortable is patriotic. These suggested changes, have as yet not come over the rim of the horizon, and may never come, and so until there is some actual move to remove the cuffs from our trousers or to forcibly insert us into knee breeches, let us cast dull care aside and consider the bright spots that do actually prevail in the New York world of clothes.

SOME BRIGHT SPOTS IN A DRAB WORLD

When we speak of *bright* spots we do so only after having ferreted out the full meaning of that descriptive little word and we use it advisedly.

I have been drifting in and out at some evening entertainments at various places during the course of these past torrid days, and used as I am to the young man's vagrant fancy regarding clothes, some of the little spots of brightness that represented the scions of our best families, I confess have left me feeling somewhat dazzled.

THE BRILLIANT DINNER COAT

The full flaming glory of this color scheme is best seen in the informal evening clothes. For instance, there was one that I noted. I jotted down the particulars at the time lest waking from my dreamless sleep next morn-

BRIGHT COLORS DO NOT FRIGHTEN NEW YORKERS

But Perhaps it is Only the Would-be Bohemians Who Wear These Flashy Combinations—But No! The Bohemians Follow the Trail of Simplicity. Innovations That Are Being Adopted.

ing I should think my memory was a phantom gleaned in that bourne outside the bone dry area. The example in question was technically known as a smoking jacket. Not one of those comfortable and gay creations that you wear in the privacy of your own quarters, but an adaptation of the Tuxedo, and adapted so closely that there was no need for a new name, were it not for the fear that Old Man Tuxedo, or whoever it was who gave his name to that creation, would arise and smite. But to hark back again. Quoting from the notations on my last night's cuffs. Coat deep green, faced with black satin, pale green silk band waistcoat. Mark you, friends, this was a dinner coat, not a carnival costume. Since then, my senses have been somewhat dulled and I no longer shy at bright colors. I have seen similar attires in deep blues, purples and gray. But the other evening at a gathering at a country house my eye fell upon a color scheme that I had never expected to see. It was a dinner suit of white silk with lapels of pale blue, and though my masculine heart took umbrage, at one of the sterner sex garbed in the regalia of the Flapper, I had to concede that the jauntily garbed youth had a cool and comfortable appearance, that we sober-minded ones lacked.

DRESS SUITS DON'T FOLLOW THE PICTURE

Another rather interesting innovation in the realm of dinner clothes is an extremely hollowed lapel, with a high double-breasted waistcoat, satin cuffs. And pocket lapels are also quite considerably in evidence. In this torrid weather you don't see much of the stately dress suit. The few examples that I have noted, worn by particular dressers, do not bear out the illustrations in many of our fashion papers. The wide lapel, and waistcoat cut high are most decidedly in evidence.

THE UNOBTRUSIVE COLLAR AND THE COY TIE

Before we stray away from the realm of dinners, let us say a word about collars. The low-cut collar has come to its own. Everyone is wearing them. What would have been an unforgivable sin a few short months ago is now a fact. The semi-disappearing collar is now among the elect, not only for ordinary wear, but in conjunction with the dinner coat, and in conjunction with it the bow tie, equally unobtrusive with the bow ends hiding behind the collar, as though it were trying to deceive folks into thinking it was just a knot.

So much for the garb of festivity. Now for a word or so about what you may see at almost any time and in almost any place where well-bred folks foregather. Here, too, you note the color contrasts. Perhaps a rough outline of the garb of two or three will suffice to make this point clear. There is a gentleman, for instance, garbed in a blue suit with double-breasted grey waistcoat, a shirt of contrasting grey and white, deep blue tie and black boots. Or another in a Glen Urquhart plaid, deep rose-colored silk shirt, white linen collar, rose-colored tie, pale grey linen double-breasted waistcoat, and black shoes.

Here, too, it might be noted the prevalence of the flannel silk for suits, among those who didn't choke over their silver spoon in youth but grew up to enjoy the contents thereof.

WHITE TROUSERS HAVE IT ON THE STRIPED VARIETY

There has been some discussion among dealers of late as to the prevalence of plain white or striped trousers for Summer wear, and the opinion has been voiced that the striped affairs have the advantage. This judgement will hardly be capable of proof. The familiar plain white trouser is still far in the lead and shows every indication of remaining so.

KEEPING YOUR INITIALS TO THE FORE

Another thing that might be noticed is the effect of military styles on civilian clothes. As I have a dim remembrance of having harped on this little strain at some length in days past I will not further trespass other than to point out the popularity of the bellows pocket, the outward and visible sign of a British officer. This style of pocket is becoming increasingly popular for all manner of sport clothes.

CO-OPERATION IN SELLING SPECIAL-MEASURE CLOTHING

Sauder and Lippert, of Kitchener, Twice a Year Receive Vist from Specialty Salesman of the Clothing House They Represent—How This Visit is Made Profitable Explained—Planning in Advance One Big Factor.

THERE's a time for everything good, and we are now approaching the time when dealers may well make a drive for clothing sales. Therefore, as a means of helping those dealers who go in largely for the special measure clothing service plan their drive, it will be very well worth while to outline the methods adopted with remarkable success by Sauder and Lippert, men's wear dealers of Kitchener, Ont.

The first thing to be noted is that this Kitchener firm does not attempt to "do it all" unaided. Neither, on the other hand, does it send out the Macedonian call for help and lie back waiting for that help to bring the desired results. No, the firm secures the assistance of experts, who can help close business—and it works with these experts. Work is done to pave the way **for** the expert. Work is done **with** the expert. Work is done **after** the expert leaves to make his efforts as fruitful as possible.

Interior of Sauder & Lippert's Store, Kitchener. Clothing, it will be noted, is kept right to the front

But this is generalizing. You want the cold facts. Well, here they are.

Specialize on One Line

Sauder and Lippert specialize on one line of special measure clothing. This means their orders to the manufacturers are sizable—worth while. Sauder & Lippert therefore are in a position to ask the co-operation of this manufacturer—it is to every one's interest that such co-operation should be given.

So, once a season, Spring and Fall, Sauder & Lippert ask the house whose clothing is carried to send up one of their salesmen. Sometimes unfavorable weather comes on when this specialty man is present. Then arrangements are made to have him come again. Nothing like inclement weather is permitted to interfere with the Spring and Fall drive for special measure clothing business.

The Ground is Prepared

The time when the manufacturers' specialty salesman will reach Kitchener, for his three or four days' stay, is determined some three weeks in advance. And from then on the public generally is advised of his coming. Liners in the local papers are used for this purpose. Handbills also are distributed from house to house—also at all factories as the men leave for dinner or at the end of the day.

The firm tells of the further plans as follows:—

Value of the Window

"The day before the advertised time for the salesman's arrival we dress one entire window with models, suiting fashion plates, style booklets, etc. And we leave this window so dressed for the entire three days. This we find interests a lot of passers-by. Indeed it works wonders. We are open nights during this three-day sale, and when we speak to those who appear interested, as we do whenever it can nicely be done, we are able to invite them to come in that evening if they have not the time at the moment.

"Sometimes, however, three, four, or even six young men will step in at once. One or two will leave an order, though perhaps there was no thought of this when they paused to inspect our window display.

Work Outside

"During the day all of us go out with the visiting expert salesman, taking turns, each calling on his own friends and business acquaintances.

We tell these friends all about the great campaign we are conducting. Say, perhaps, something about rising prices, about style, about fit. Then we invite them to come to the store to look over samples. We get a promise as to when the visit will be made, wherever real interest is shown. We keep tab on this promise, and if it is not kept we call the man on the telephone—reminding him of the campaign, and expressing the hope that he will be able to get in.

"So we get the cream of the trade to the store. It is then for the specialty salesman, and ourselves to secure the sale.

Use Telephone, Too

"But there are, of course, some whom we can not reach by personal call. We make it a point to speak with these—or as many as possible—over the telephone. They, too, are invited to come in during our big campaign, and many respond with a visit.

"So the interest is created, and the prospects brought to the store. But care is needed even after the order is secured to prevent things going astray. Unless the customer is known from years' of experience, a deposit is demanded. This we find necessary, for a good deal of business, during a drive like this, will be with strangers. When once we have a good deposit from these people we need not worry. They will come to examine their suit, and we aren't afraid of its not pleasing."

TRADE NOTES

Winnipeg, Man.—B. & P. Clothing store has registered partnership.

Drumheller, Alta.—Thos. MacDow has commenced the men's furnishings business.

Winnipeg, Man.—B. Barsky, men's furnishings, has been succeeded by B & P. Clothing Store.

St. Lawrnce Cap and Hat Manufacturing Company of Montreal, Que., has dissolved.

ENLARGE TEXTILE INSTITUTE

Toronto Branch of Textile Institute Formed to Co-operate With Technical Schools

AT A recent meeting of the textile interests of the city, held in Toronto, a local branch of the Canadian Textile Institute was formed with the following executive:

Chairman, Hugh Clayton (graduate of Philadelphia Textile School, now connected with the Toronto Carpet Co.); first vice-chairman, A. Doherty, of James Simpson Sons, Ltd.; second vice-chairman, R. S. Keys, of the Standard Woollen Mills, Ltd.; third vice-chairman, W. A. Clarke, of the York Knitting Mills, Ltd.; secretary-treasurer, A. Burton, secretary Toronto Branch Society Chemical Institute; executive, W. K. Thomson, of the Thomson Knitting Company, Ltd.; H. C. Secord, F. T. Fitch, of the Toronto Textile Company; T. D. Wardlaw, of the T. D. Wardlaw Company, Ltd.; C. R. Peterkin, of the Dominion Wool Stock Company, Ltd.; John M. Lalor, of John M. Lalor Company.

GOLF NOVELTY

A novel pair of golf gloves is shown at Simpson's. They are of white buck with four large perforations over the knuckles. Black stitching, fasteners and piping are very smart.

In Russia Through the Revolution

By JAS. A. HOSSACK,

Sales Manager, Lufkin Rule Co. of Canada, Ltd., Windsor, Ont.

EDITOR'S NOTE—Before leaving for Russia in March, Mr. Hossack, consented to write an article for The MacLean Publishing Company's Trade Papers, upon his return to Canada, giving his experiences in Russia and describing conditions as he found them. Mr. Hossack found that the Russian business men had learned to know Canada through the work of Canada's troops at the front. He also found that the goods made by his firm were favorably known in many places. The trip was more successful than had been anticipated, and resulted in the establishment in Russia of a branch agency of the Company. The first instalment of the article appears in this issue. It will be followed next week by an article bearing more directly upon business conditions in Russia and the future outlook for Canadian firms. Mr. Hossack expects to return to Russia when conditions become more normal.

MY trip to Russia was planned long before there was any thought of a revolution in that autocracy-ridden country. Only the vaguest hints of internal troubles in the land of the Czar had reached the outside world. The reason for the trip was that our company felt there was a tremendous opportunity for trade with this new ally of the British Empire, a fact that many direct inquiries and orders from Russia confirmed. The unexpected outbreak of the revolution did not interfere with the plan, and on April 12 I sailed from Vancouver on the Empress of Russia.

We called at several points in Japan, and I had the opportunity of seeing Yokohama, Tokio and Kobe. My stay there was too brief to enable me to form any very accurate impressions of Japan, but I was very much struck with one feature—the strenuous activity of the shipyards. Japan has gone into shipbuilding with an energy that is amazing. That the control of the Pacific is within the grasp of Nippon is no rash prediction. Japanese shipping will dominate the trading in the Pacific if the way in which they are taking hold now is persisted in.

In other lines of manufacture I think that the advance of Japan has been over-estimated. The Japs are extremely clever in the production of goods which entail fine hand work, but I am not convinced that they are likely to bid very strongly for world trade in other lines. However, as I say, my stay was too brief to enable me to form any very definite opinions, and I do not feel justified in saying much about conditions in Japan.

Photo of Jas. A. Hossack, bearing certification of the Russian police. Note his name in Russian, "Хоссакз."

Russia—And Anarchy!

We sailed from Tsuruga for Vladivostock. Ordinarily the trip would take 40 hours. We steered straight into the teeth of a typhoon, however, and had three days of pounding and tossing about. It was a terrible experience. Our boat was a small one of 1,800 tonnage, and it was tossed about on the wild seas like a cockle shell. I think most of the passengers were too frightened to be sick. At any rate, the first sight of land was welcomed by us with all the fervor that Columbus must have felt when he sighted America.

We landed at Vladivostock on May 1 and found ourselves plunged into what was nothing more nor less than anarchy. The city was literally turned upside down. It was, in the first place, crowded with soldiers, some of whom had come back all the way from the front. It was not so much that they were tired of fighting. It did not take long to discover that there was plenty of fight left in the Russian people. Rather they had come back to share in the division of spoils. When the electrifying news spread through Russia that the Czar had been deposed, and that with him all authority had been swept into the discard, the impression became general that the first tangible proof of freedom would be found in the division of the land among the liberated people. Every Russian has a hungry longing for land. It is his great ambition, because Russia is, above everything else, an agricultural country. This idea of a nation-wide division of land reached the trenches and, needless to state, the soldiers felt that they wanted to be "in" on any division of spoils. Three million or so moved out of the trenches and went back home for their share. As I have

said, large numbers had actually arrived back in Vladivostock when our vessel docked.

A City in Turmoil

Our first day in Russia was a remarkable one in many ways. A labor demonstration was on and everything else had been stopped. Everyone was in the streets, cheering, shouting, singing the "Marseillaise." The hotels were closed. We couldn't get a room or a bite to eat. We were jostled around by the crowds. Finally one of the passengers, who knew the Danish Consul, took me to that official's residence, and there we had a very satisfying meal.

It had not been my intention to stay in Vladivostock, but I had not reckoned with the authorities. In the first place, the Customs officers went over my effects very closely. I had packed my samples in a steamer trunk. After careful consideration, the officials decided that the samples, being of a purely commercial nature, could be brought in, but they were not positive that the trunk could not. It was bound with leather and sported brass clips and consequently it was a "luxury." They were quite emphatic about that.

"All right," I said, "I'll give you the trunk. All I'm interested in is the samples."

"But you don't understand," they explained, politely; the Russians are always polite, even the officials. "The contents and the trunk cannot be separated. If the trunk cannot come in, neither can the contents."

I argued the point with them, and found that their politeness persisted and was only exceeded by their obstinacy. Officials are the same, I think, the world over. You never know what stand they are going to take or what they are likely to do next. During the course of my trip I learned to respect the authority of officials, which they are likely to use unexpectedly.

However, I succeeded in getting the most important of my samples through.

In this I was very fortunate. Another commercial man who had come over on the same boat, and who had twenty-nine trunks of samples, was not allowed to bring in anything! He debated seriously the idea of turning right around and going back, but finally decided to go through to Petrograd anyway. He had eight or ten pieces of personal baggage, and these were finally allowed in.

Stranded in Vladivostock

My troubles were not over by any means, however. I had expected to take the first Trans-Siberian express, which leaves weekly. It was almost impossible to reach the station. I judged there were fully one thousand people waiting to get on that train, the maximum capacity of which could not have exceeded three hundred. I wedged in and made my way to where the railroad officials, under the supervision of an army officer, were weighing the baggage; for, of course, all baggage is paid for. When the trunk with my samples was put on the scales, the weight must have seemed unusual, for the officer stepped up to investigate. The trunk was opened and my samples revealed. The officer waved the trunk off. The samples could not go.

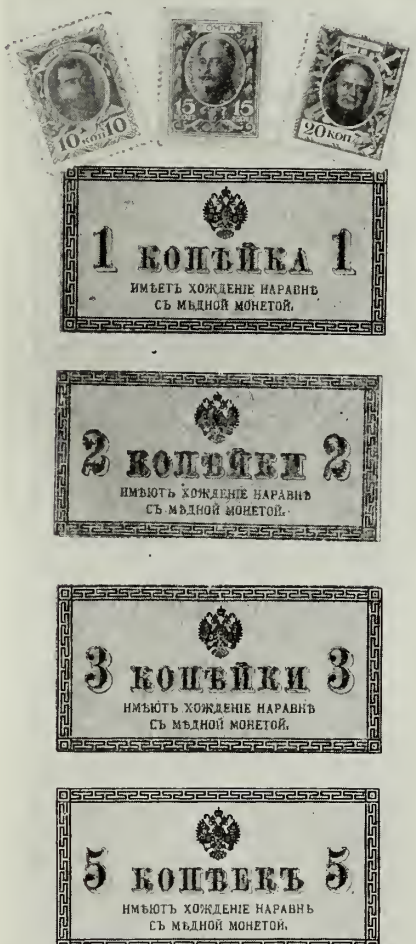
It was no use arguing with him. His authority was absolute and his decision irrevocable. The trunk could not go. Needless to state, I missed the train—and the next did not leave for a week!

My friend of the twenty-nine rejected trunks had also missed the train I found. We put in much of the intervening time together, and I decided to avail myself of his very extensive supply of personal effects. I discarded my sample trunk and packed the most important of my samples through my own personal belongings and also through his.

A Freight Dumping Ground

We were eleven days in Vladivostock, and it was like living in a huge freight yard. The city has become literally packed to the skies with freight that cannot be moved. More merchandize has been coming off the boats than the Trans-Siberian can carry, and the stuff has spread all over the place. Every vacant lot is piled high with goods. The piles are like miniature pyramids. Some of the merchandise is covered with canvas, but the most of it is exposed freely to the elements. A great deal of this material is munitions, but the bulk I imagine must be commercial, for, of course, the war supplies get the right of way. One item in the tie-up was a train-load of condensed milk. There are 540,000 tons of freight cluttering up the streets and vacant spaces of Vladivostock.

We were told that, with the present facilities, it would take five years to overcome the congestion!



Three top illustrations are Russian postage stamps printed on heavy paper, without mucilege on the back. These are being used in Russia in place of silver coins.

The four lower illustrations are actual reproductions of 1-2-3-5 *Kopeek bills, which are being used in place of copper coins. The originals measure* 1¾ x 3 *inches. At normal exchange the Kopeek is worth approximately* ½ *cent.*

Across Siberia

We made the next train safely enough. In times of peace the Trans-Siberian is a very fine railroad indeed. It is a broad gauge road and the cars are large and comfortable, and the service adequate in every way. As it is a long trip across the continent, the trains are equipped with baths, barber shops, and all the necessities of civilization. The conditions created by the war have, however, cramped the service to some extent. We had no particular reason to complain on that score.

The train was terribly crowded. After the last possible passenger had been stowed away, soldiers started to come aboard. They were on their way back to the front. They had found that there was no division of land under way, and that no work or money seemed forthcoming, and consequently they were beginning to realize that the best thing they could do was to rejoin the colors. So they were going back.

They crowded on the train, of course, without ticket. At every stop more piled on. Before long they were in the aisles, on the platform, in the baggage cars. They rode on the bumpers. Some even climbed up on top of the cars. They were very orderly and patient, and polite. No attempts were made to interfere with the passengers or raid the food supplies. How they managed to subsist I never knew, although I supposed that they got food at the stations where the train stopped. They slept where they sat—in the aisles, on the platforms, anywhere. How the men on the roofs and the bumpers slept I have no idea.

Siberia—Land of Promise

I was astonished with what I saw of Siberia. The outside world has an entirely erroneous idea of this country. Siberia is not merely a snow-bound waste, fit only for exile camps. It is a country of tremendous possibilities, with absolutely unlimited resources. It reminded me very much of our own northwest.

The development of Siberia is following very closely along the lines of development in our own West. Towns of considerable size are springing up all along the railroad. Some of them have populations already of 25,000 to 30,000, and resemble Western Canadian towns in many ways. The one business of Siberia, so far as I could see, is wheat-growing. The towns are situated in the centres of the best wheat-growing

areas. The wheat raised is, I understand, high grade. The world will never go hungry with those huge Siberian stretches waiting to be tilled. There can be no doubt that the climate is severe in the extreme; but is it not a fact that the farther north we go in Canada the better is the quality of wheat produced?

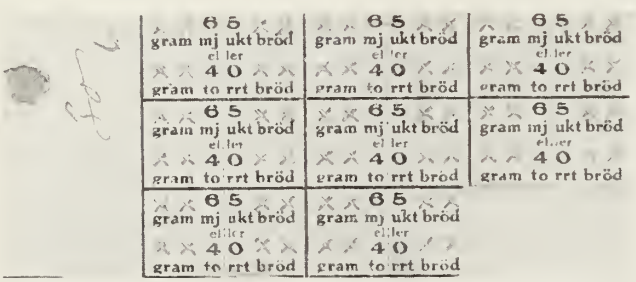
And then figure what will happen when those endless forests are cut and the mineral stores are opened up for the uses of world industry! Mark this down: Siberia has a wonderful future.

It has one very great advantage. It is drained by enormous rivers, emptying into the Arctic Ocean. The Ob and the Yenski are long and navigable rivers that will be great factors some day in the opening up of this country.

Getting the Samples In

Now to go back a piece. I must tell how I managed to get my samples through. As I explained earlier, I took the most important of my samples and carefully distributed them through my own baggage and that of my travelling companion. I don't think he knew this was a rather dangeroust venture. I did.

The route of the Trans-Siberian cuts through the north-eastern corner of Manchuria. This meant that our baggage would be examined both when we entered China and then when we struck across



Bread ticket from the Grand Hotel, Stockholm, Sweden.

the Manchurian border again into Siberia. There was a double chance of being caught.

Had the officials found the samples they would have confiscated the baggage. Our lot in that case would not have been a happy one.

I indulged in considerable speculation on the score of what might happen to us. I was frankly worried. My companion, luckily for him, knew nothing about it, and enjoyed the early stages of the trip much more than I did. Where ignorance is bliss, 'tis folly to be wise.

We passed over the Chinese border at night. I wakened up in the morning to find that we had safely negotiated that end of it. We passed the Manchurian border at night also, and once again the luck was with us. Our trunks were passed. When I told my companion how dangerous the experiment had been he was thunderstruck. In fact, for a time he was completely unnerved.

Our journey took eleven days in all, and on May 21 we arrived at Petrograd. Conditions there we found to be worse even than what we had found at Vladivostock.

I had intended to visit all the more important cities of Russia—Moscow, Odessa, Niji-Novgorod. As it turned out, I was unable to visit any of them. Getting out of Petrograd was much harder than getting in.

Our First Day in Petrograd.

There are eighteen million soldiers in Russia—so I was told—and, as Petrograd is the centre of everything, you can well imagine that it is crammed to overflowing with them. And remember this: At the time I was in the Russian capital, there was no authority of any kind over the soldier. He did not have to obey his officers. He was FREE. He left the trenches when he liked and went back when it suited him. Imagine what Petrograd was like with several thousand soldiers around the streets enjoying this brand of freedom.

The first day we arrived, it was almost impossible to get quarters at any of the hotels. They were crowded to the roof-tops. Finally we got rooms in one of the smaller hotels and later we were able to get accommodation at the Hotel de l' Europe, one of the finest in Petrograd. The day we moved happened to be an unlucky one: The help had gone on strike. There wasn't an employee around the place. We had to make our own beds and rummage for our own food. For breakfast we went down to the kitchens and found them empty except for a decrepit old crone who offered to cook anything for us that we could secure. We finally got some eggs and she boiled them for us; for which we paid a fabulous sum. This hotel, remember, was perhaps twice as big as the King Edward at Toronto, and it was filled with guests. What the rest of the guests did for their meals I don't know.

This, we found, was a regular occurrence. The cost of living was going up so fast that every now and then the help at the hotels would have a strike in order to get enough money to live on.

A City Without Authority.

There was absolutely no authority in Petrograd, probably not in all Russia. The police had been wiped out as an organization. In their stead a sort of militia force had been instituted, consisting for the most part of young revolutionists. They were, I believe, mostly students. There were very few of them, however, and they were never in evidence.

All the jails, courthouses and asylums had been torn down or burned by this time.

That freedom had developed into license, and then into anarchy was rather forcibly shown in the case of the cabmen. It seemed to me that half of the population of Petrograd are drivers of "droshkies." There used to be very rigid traffic rules and a set tariff. We found the drivers were charging whatever they felt like. If you did not make a bargain before getting in, they would probably demand one hundred roubles and you would have to pay. They disregarded traffic laws and seemed to take a great delight in driving hell-for-leather on the wrong side of the road. Why shouldn't they drive where they liked; weren't they free?

There was certainly plenty of freedom in the streets of Petrograd. Soldiers no longer saluted their officers.

There were riots every day, but no one paid much attention to them. They had become commonplace. You might be talking to a merchant when the conversation would be broken by a tremendous outbreak of rifle fire in a near-by street.

"Oh!" he would say, "I wonder who it is rioting to-day. Do you suppose, now, that it would be the Anarchists to-day?"

It probably was; but before it was finished with, other factions would join in. The anarchists, most of them from America, would take a hand, and, of course, the soldiers would step in.

(To be continued in next issue.)

A SELLING IDEA FOR NECKWEAR

PURELY and simply as a question in merchandising it will be interesting to note the success of a selling scheme just introduced by the King Neckwear Company.

The aim is to draw attention to the "stay-in-shape" patented features. To achieve the purpose a small tag is being attached to the flowing end of these ties. The seal itself, M. Mountain, the manager of the company, feels, will catch the customer's attention. It will probably be examined, and this will bring to view the working on the tag—"King Stay-in-Shape" cbravats. Patented stitching on the back gives twice the wear." A natural desire to examine the back of the tie for the patented future is thus created. It then remains for the feature—plus the salesman and the pattern—to complete the sale.

The scheme is so new that it is as yet impossible to indicate its success. It certainly seems a splendid selling idea.

FIRE LOSS

Vancouver, B.C.—Master Craft Clothing Co., Ltd., has suffered small fire loss.

Dowers' Limited, men's furnishings, Edmonton, Alta., suffered recent loss by fire at branch store.

SHAW OF MOORETOWN BUILDS BUSINESS

The Methods He Employs—His Programme — Shaw's Envelope—Shaw Backs Up Manufacturers—Ideas Shaw Has Used—Shaw's Advertising.

By J. C. Kirkwood.

WHEN Shaw bought out the men's wear business of Ben Currie, he didn't get much for his money. Currie had gone to sleep on his job, had let his stock get old and lop-sided, and had neglected business so consistently that it was no surprise that he failed. Shaw wondered many times whether or not he had not paid too much for the stock and fixtures to the assignee; and whether or not he had not made a great mistake in buying a sort of second-hand business. Would it not have been much better to have started in brand new—with a brand new stock, in a new location and without the handicap of the Currie failure?

But whatever the right answers to these questions may be, the fact was that Shaw owned the business, and it was up to him to make the best of things.

Shaw went to Mooretown as a stranger. The town looked good to him—a manufacturing town where hundreds of men were employed. The place looked prosperous, and was prosperous.

Shaw had lots of opposition; that is, men's wear stores were numerous enough, and some of them appeared to be very successful businesses. One place in particular looked to be a formidable competitor—a large men's wear store where a certain well-known brand of clothing was sold. Haberdashery was also sold. This store had a corner location in the heart of the town, and the man at the head of things was known to be a hustler.

Shaw's Location Only Fair

Of lesser stores there were several, having locations more or less good. The location that Shaw had was neither very bad nor very good. It was just off the main street—only a few doors, on a principal cross street—near enough the heart of things to encourage Shaw to think that he could make his location known.

The transient trade of Mooretown Shaw was not building on—the trade of casual shoppers—those that rarely left the main street for their promenading. Shaw felt that success depended on his being able to get men to become customers—steady buyers. So he started out to build a business.

Something About Shaw

Shaw is neither young nor old. That is, he is in his thirities—late thirties; and he is fairly level-headed.

He did not go in for whirlwind methods; and so he didn't use page spaces in local newspapers to herald the fact of his coming to Mooretown. He had seen scores of men start off on many ventures with a great hurrah, at sprinting speed—only to slip back to third place, or farther back, when strength was spent. So Shaw didn't try to make any considerable dent in Mooretown during the first days of his career in his new place of abode and endeavor. On the other hand, he was content to make haste slowly, and to devote a good deal of his time to studying his field. At the same time he quite recognized the absolute necessity of selling something every day—at a profit—to pay his way.

Shaw's Programme

Shaw marked out for himself a regular programme of procedure:—

He had to establish the identity of his store.

He had to make his business distinctive.

He had to do business for cash.

He had to do business at a sufficient profit.

He had to know exactly, what amount of business he had to do monthly, half-yearly, and annually to cover all selling costs, and give him a net profit of so much money on top of everything.

He had to attract new customers, hold old ones and persuade all customers to spend more.

He had to advertise his business—make it known, carry it to men, and attract buyers who, but for his publicity, would never know of him, or visit his store, or care whether his name was Shaw or Mud.

Shaw's Advertising

On the matter of advertising, Shaw was not ready or eager to do much splash work. His early purpose was to get the people of Mooretown to know that he was in business, and was on his job. Accordingly Shaw arranged with the local daily newspaper for a small advertisement—2 inches, single column—for three appearances a week. For this space he paid the small sum of 50 cents per insertion—$1.50 a week—$78 a year. He arranged with the publisher for a certain fixed position—"island" position, separated from other advertising. His aim was to make his very modest space stand out by itself and to occupy a constant position in the newspaper.

His advertisements were exceedingly brief—just pin-pricks. Their purpose, for the first year at any rate, was more to put Shaw on the map than to advertise goods; to advertise Shaw and his store and location, than to advertise merchandise. (Some of the particular advertisements Shaw used are shown on this page and the next.)

Shaw receives regularly MEN'S WEAR REVIEW. This paper helps him in many ways—with knowledge of styles, tendencies, prices, and so on. It is to him as food to a hungry man, Shaw sees clearly that in MEN'S WEAR REVIEW he has gathered up for him an immense amount of useful and valuable information procured at the cost of much time and money, by bright men; and that he is getting tremendous value for the dollar per year which it costs him. Every issue is thoroughly digested and its information, suggestions, hints, etc., greatly used. Shaw himself is a thinker, but he recognizes that it is economical and profitable to take advantage of the thinking and experience of others just as intense as himself and who probbably are living in and moving about thing which has been done in the matter.

Shaw says:

A Silk Shirt is the proper thing.

15 Scott Street

Shaw says:

Color, and lots of it, is vogue.

15 Scott Street

Shaw says:

Soft Collars, with silk corded stripes, are smart

15 Scott Street

in a larger world than his own. So MEN'S WEAR REVIEW has become to Shaw a real friend.

Shaw Believes in Ideas

Shaw's advertising was by no means confined to his newspaper publicity. He used other methods of advertising—printed matter, competitions, stunts, ideas, letters and occasions.

Shaw found out that many of the manufacturers whose goods he sold were more than willing to provide him with printed matter—gratis—booklets, leaflets, cards, and so on—for local distribution, and that in numerous instances, these manufacturers would print his name on their printed matter.

Here is an idea which Shaw uses: He had an envelope prepared—good size, and on it he had printed boldly:—

"Shaw's Envelope."

Into these envelopes he places each month booklets, leaflets, cards, and other advertising matter supplied him by manufacturers, and sometimes printed matter of his own preparation.

On the printed matter supplied to him without his name and address, he affixes a small but neatly printed sticker on which is printed:—

SOLD IN MOORETOWN BY
SHAW The Men's Wear Man
15 SCOTT STREET

The sticker is much better than a rubber stamp impression for many uses.

Shaw uses this sticker to put on boxes sent out by him, and other packages. For example, at Christmas time, when gloves, suspenders, neckwear and handkerchiefs are sent out attractively boxed, every box carries one of these stickers.

The Shaw Envelope is distributed monthly. The addresses of those to receive them are written on the envelopes, and they are distributed accordingly.

Customers are asked if they would like to receive each month an Envelope and most of them express a desire to have it. Shaw has a signature sheet which he asks customers to sign, giving at the same time their address. Shaw asks men to write their own names for psychological reasons: when a man himself writes down his name, it binds him more to maintain interest in these envelopes.

Shaw sends a copy of his Envelope to manufacturers, telling them of his idea and of the use made of the Envelope. and suggesting that they provide printed matter for enclosure in it. Not only this: Shaw has suggested to manufacturers certain kinds of printed matter which in his opinion will be valuable for distribution. Thus he got a shirt manufacture to prepare a modest booklet on "Things to Know about Shirts." This booklet has something to say about shirt cloths—how they are made, their characteristics, what constitutes a good cloth, what to avoid, improvements in shirt making and designing since the days of our grandfathers, style changes during the past 20 years, the right shirt for the right occasion; and so on. One would think that some shirt manufacturers would have wit enough himself to get out a booklet of this sort. Yet it was Shaw who started things.

Similarly Shaw suggested booklets of the same general character to other manufacturers—to the manufacturers of umbrellas, waterproof collars; to cloth waterproofing firm; a glove manufacturer; a muffler manufacturer; a neckwear manufacturer; a manufacturing jeweler; and so on. These firm's saw the point, and employed competent men to prepare booklets of the type Shaw suggested. Shaw gets the quantity he can use, and other men's wear dealers all over Canada have been supplied with quantities—this after they have expressed a readiness to give a useful distribution to the printed matter supplied.

Shaw's Customers are Pleased

Thus Shaw has been able to keep himself in constant touch with customers, and he learns frequently from his customers, that they appreciate his attention and his Envelope idea; and he knows that he is always doing more business as a consequence of the distribution of his Envelope with its contents.

Shaw Works from Centres

Shaw believes in starting things from a centre—ripple work. Thus he offered a prize to high school students—they were required to write an essay on Clothes. Thus Shaw made himself known in many homes—through the children; and developed a great interest in himself and his business. Every competitor received some reward—a coupon for 50c in Shaw store. And those that won the main prizes were given books.

Similarly Shaw offered a prize for the best sermon, open to ministers of all denominations in the county of which Mooretown is the county town. Shaw suggested as the text—

"And the second commandment is like unto it: thou shalt love thy neighbor as thyself."

Thus he made himself known to a small company, but a company of influence, and a class of men whom he desires as his customers.

Shaw Gets Free Advertising

In passing it may be said that the local newspaper was very glad to publish the prize essay and the prize sermon; and so Shaw became advertised in a very effective way at no cost to him.

Needless to say Shaw did not himself undertake to be the judge of the essays and sermons submitted.

* * *

"This record of what Shaw did and does to build up business will be continued in a forthcoming number of MEN'S WEAR REVIEW."

Remembering the Visitors

When away from home somehow one just naturally itches to buy something. It's human nature. It was knowledge of this, probably, which led Ashwell, Limited, of Chilliwack, B.C., to arrange the welcome window, illustrated above, during the visit of the Grand Lodge, Independent Order of Oddfellows.

Perhaps this store arranged the window simply as a courtesy to the 500 visitors. In any event the Oddfellows, their wives and friends, were highly appreciative—extra business resulted, and the store secured some more splendid advertising.

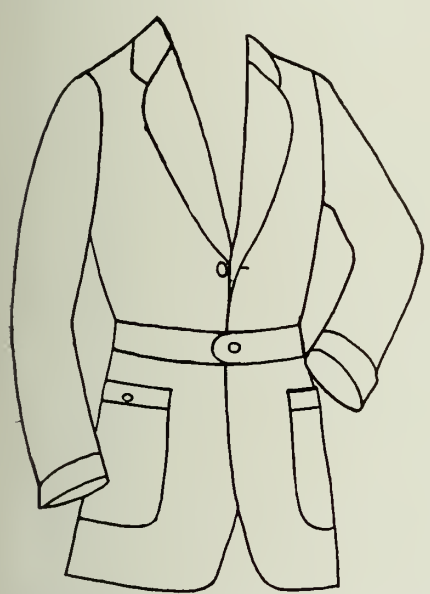
Taking advantage of conventions and large meetings in this way should prove profitable in many places. It indicates—to the residents as well as the visitors—a live store. And people love to deal in such a place.

SUITS & OVERCOATS

STYLES FOR SPRING 1918 SHOW ABUNDANT VARIETY

Belts Predominate—The Pinch-back Has Passed, But Its Influence Remains — The Military Suggestion Appears in Many Details—Pleats Come on Norfolk Lines—Prices Promise to be Higher.

STYLES in men's wear for Spring, 1918, and for Summer of the same year will not be less elaborate than has been indicated by recent tendencies, no matter what may be the extent of the wool shortage. This is the impression gathered by MEN'S WEAR REVIEW, after consultation with leading design-



Single breasted two button Novelty Sac with all-round belt, patch pockets and cuffs on the sleeve.

ers and manufacturers, who have, on their part, fathomed the mind of Fashion as far as is humanly possible. There has been a hint of less elaborate styles, but the fancy lines of suits to be shown for the Spring will reveal, if anything, more originality and wider range of the devices of cloth-craft. There will be belts. Spring, 1918, is going to be quite noticeably a belt season. Many of the belts shown will be real belts, but there will be some which are merely suggested in the design of the coats, and do not detach, or even go all the way round.

Plenty of Fabric Used

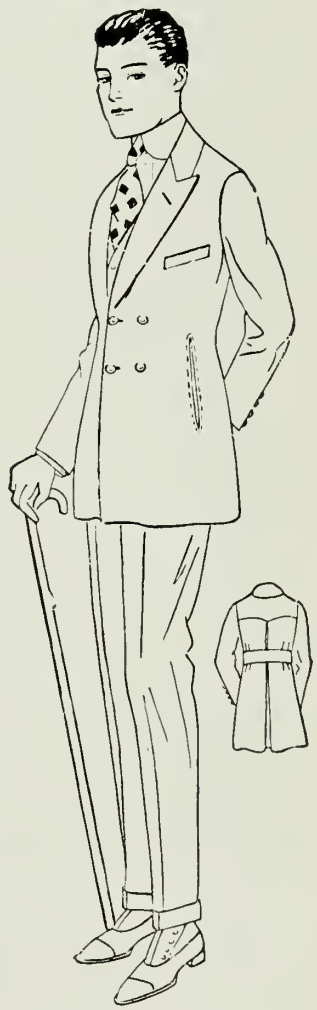
Any idea that there is to be less material used in the suits and overcoats of Spring, 1918, because the world is short of wool, may be set aside. Wherever the economy is to be exercised, it will not be apparent to the ordinary observer, and even the expert may have some difficulty in deciding whether there has been a saving or not in the fashioning of any particular line of men's wear shown in the Spring range now going forward. One thing is certain, however, and that is that, while there may be less saving of fabric than the ultra-patriotic might imagine necessary, there will be no waste. The wool shortage will take care of that. The matter of men's wear is exactly like any other economic concern of the world of commerce. War has shown the way to hitherto undreamt-of devices for reducing waste, while preserving efficiency and appearance. To the thinking observer, the styles of 1918 Spring and Summer will tell a story of surpassing skill on the part of designers and manufacturers in triumphing over the exigencies of the war situation.

Styles that Eclipse Prices.

Because there are inevitable and considerable price advances to be faced, styles have been given their opportunity to perform more than ever their function of satisfying the customer with the qualities that make price worth paying. Never was there a time in the history of Canada when elegance and excellence went more hand in hand. Wool supplies are shorter. Suit prices are higher. The argument of extra substantiality because of extra price is taken away, but there remains the argument of extra smartness, and extra style. And every tendency of the times is towards the awakening and sharpening of the Canadian customer's appreciation of the value of style. Battles in Belgium and France have been won because British troops have a habit of being particular about their appearance. The far bigger battle by which the war will be won as a whole is being waged blow by blow with every factor that tends to keep up the great heart of Democracy. If there were no new brisk, bright, inspiring styles coming out in Spring to exhilarate the customer and fortify his mind against the further assaults of war through the wool shortage, there would be a depression within the Dominion as dangerous as any enemy without. So styles of Spring, 1918, are also doing their bit, and will help win the war.

Some Stylish Economies.

In narrower sleeves and trousers, or the close adherence to the English stand-



A double breasted model with some new features, shown by B. Gardner & Co., Montreal.

ards as to the latter garments will be found some of the ingenuity of designers toward the end of achieving economy of material without sacrificing one iota of attractiveness. Not that the famous "shoe-horn and pot of vaseline" style of pants is to be expected. There is a fine spirit of moderation in the making of styles for men's wear in these days, and the extreme is eliminated, or apparent only in a few lines of garments for the very exacting in matters of fashion. As regards trousers, the tendency is to shapely effects, the knee dimension being 18 inches, the bottom 14½ inches. A concession to the spirit of economy may be found in the absence of cuffs, but this is not an absolute decree, and plenty of pants with cuffs will be worn, if customers insist on them. There may be some shades of economy in the manufacture of pants through extra care in the length allowances for alteration to suit wearers' needs. The lengths of trousers sent out

The Dartmoor, one of the Trench Coats being shown by B. Gardner, Montreal.

in the unfinished condition as to the bottoms have been generous, and a wastage has resulted. This may be found noticeably less without any risk of trouble with long-legged customers.

Coats, Conservative and Otherwise.

Form-fitting garments are undoubtedly having vogue, and will be in evidence for Spring, 1918. Here again may be found an indication of economy in material which comes without the slightest sacrifice of style, but even with an addition to stylishness. There will, in Spring, 1918, be a certain range of choice as to the extent of form-fitting developed in coats, and some conservative sack coats will be found almost imperceptibly form-fitting, but the style tendency is there. About 29½ in. is the recognized length of conservative sack coats for the season mentioned. They will have natural shoulders, and sleeves of 3-in. vent, with two buttons as a rule. Pockets in the conservative styles will be on regular lines, without any departures. In the young men's garments, more scope for ingenuity will be found, of course, and young men's 1918 sack coats are designed with two or three-button straight-front effects, the straight front being likely to have marked vogue. Soft and moderately wide lapels will be worn, and the coats of young men's suits will run about 29 in. in average length. The natural waist is sure to have vogue; sleeves will be narrow, and will have vent. The number of buttons on the sleeves is not very rigidly set, but the tendency is towards economy in buttons, and probably the four-button effect will not have the widest vogue. Narrow pockets, with slanting flaps in a great many cases, will find favour. Welt or piped pockets will also appear. In sports coats, there is a wealth of variety. The military influence is subtly permeating all men's wear at present, and while in the sports coats it comes out most markedly, even the most conservative of men's garments may show tiny touches of the most modified type, but none the less of military origin. It may be only in the fastening of a button, or the set of the sleeve, but the world-fashion will have its way.

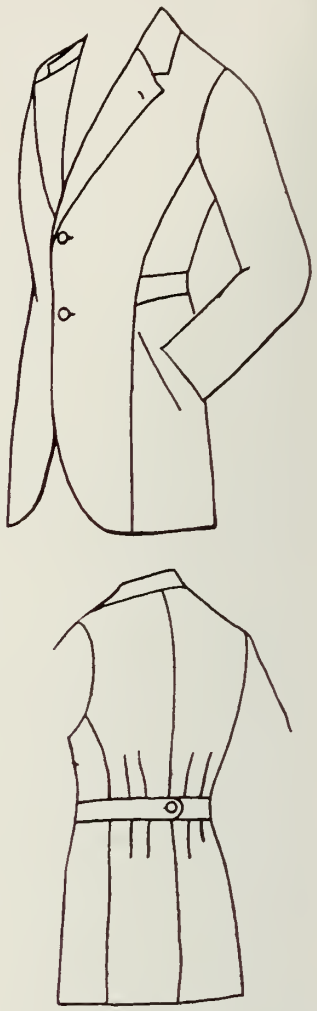
Some Bell Sleeves.

The bell sleeve has not been mentioned recently in these columns. It has appeared in one or two instances in advanced Fall styles, and may be found to some extent in the Spring styles. The amount of "bell" allowed is very slight, hardly noticeable in fact, and a fastening of the vent, after the manner of the French cuff, only with buttons, instead of links, has been noticed in connection with these sleeves. The fashioning of the vent, so that the sleeve can be more easily rolled up by the opening of the buttons is another little incident of vogue. Whether the rolled-up sleeve idea comes as a result of world-belligerence or not is not mentioned.

There will be two and three-button, double-breasted, sack coats in Spring, 1918, with body lines following the same style as those of the young men's sack coats of the single-breasted type. The soft-lapel style will be found here also.

Belts, Pleats, Pockets.

While it is the decided view of a number of designers that the pinch-back has reached the end of its vogue, this style will appear in some modified forms, and the excellence of which it could boast in its best types will be retained in some of the form-fitting garments exhibited. The gradual development of the Norfolk idea which found its way forward by means of the pinch-back influence will be found to have produced several outstandingly neat and yet simple sack coats,



Two-button Young Men's Novelty Sac—Shown by John W. Peck & Co.

with pleats. One in particular shown to MEN'S WEAR REVIEW by a Montreal designer of reputation possesses especial dignity. The pleats—there were just two of them—in almost true Norfolk style, ran up and around the shoulders from the top line of the belt. In the Norfolk proper, it will be recalled that the pleats run also below the belt to the coat skirt. These two pleats did not so finish, but came simply as far as the top line of the belt, which was detachable and ran through simple tabs of the material on the back and at the front seams of the coat. The pleats were not as in the Norfolk, sewn down on each side, but were sewn on one side only, the inside. The appearance achieved was very neat and attractive indeed, and the use of the pleat could hardly be considered extravagant of material, especially when it gave the whole character to the coat. It is in points such as these that the economic necessity of style in some form becomes apparent.

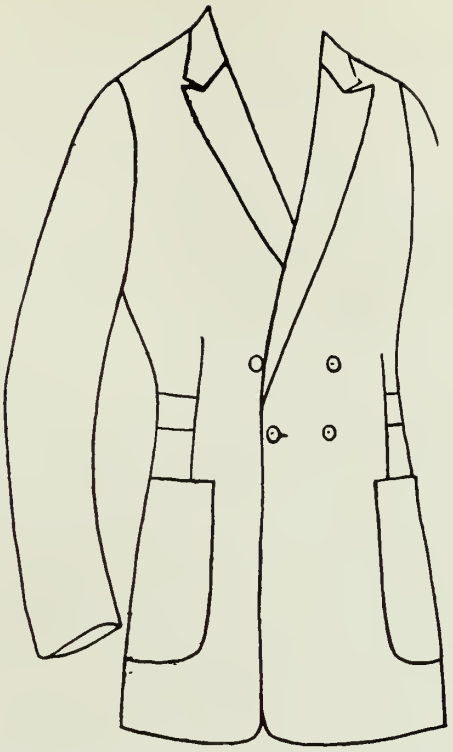
Waistcoats to be Five Button.

The five-button waistcoat is recognized

as one of the styles of Spring, 1918. Waistcoats will be single breasted and without collars—the collar idea in the waistcoat never having secured abundant support. Waistcoat pockets are likely to style very much after the manner of the coat pockets. Points will probably be found nearer together than formerly, and of medium length. A good deal of scope comes to the designer in waistcoats, and various touches, sometimes of military suggestion, are found. Pocket flaps, pleats and similar embellishments may appear in the more fancy styles. The form-fitting feature will be noticeable. High-waisted effects are the tendency.

Morning coats will be found in one and two-button styles, short waisted, and with natural-width shoulders. Moderately wide lapels are indicated, and skirts well cut away. Length of morning coats in conformity with latest style ideas will be 37 in. Extreme neatness of effect is promised in these.

Linings show the economical spirit, yet reveal the skill with which designers meet economy with attractiveness. Many styles will be found quarter lined, one-eighth lined, and skeleton lined. The perfection of finish is being given to linings, and though small in extent of material, they are usually in exceptionally attractive taste. Some gay colours in stripes are coming forward in the Spring showings.



Double breaseted two button Young Men's Novelty Sac—Shown by John W. Peck & Co

Overcoats Single Breasted.

Spring overcoats are planned on the single-breasted idea, and are slightly form-fitting. Thirty-eight inches is the length considered correct. Small box coats will appear, and natural shoulders are found. There is a tendency to return to the Raglan shoulder, it is said, but this is not pronounced as yet. The Raglan shoulder, as will be recalled, was itself a development from war conditions, and came from the Crimea in the days of Florence Nightingale. It developed from a cape sleeve worn by the wounded, through the direct suggestion of Lord Raglan.

As regards prices for Spring, 1918, there is a great deal of foreboding on the part of manufacturers, on account of the shortage of wool, and some are talking of prices advanced by from twenty to twenty-five per cent. over last year's prices, or even more. One considerable manufacturer in Montreal reports having had to pay 300 per cent. more for a certain woolen material than he ever had to pay before. It is agreed that, whatever prices do, they will not be less than those of last year, and the probabilities are that they will be a very great deal higher. But there will still be clothes to sell at reasonable prices, though the qualities cannot hope to be maintained if the prices do not materially advance.

AMERICAN DESIGNERS AND THE ELIMINATION OF CLOTH-CONSUMING STYLES

What Has Been Done so Far in This Direction in the United States — What May be Done—What Should be Done to Make the Move at all Effective—The "Why" of Style's Existence—What the Effects of American Abandonment of Style Might be on Canada—The Customer Has the Last Word After All.

WHAT will the wool shortage do to styles in men's wear? This is a question which has been exercising far-seeing minds in the trade for some time. News that a desire has been expressed by designers of clothing in the United States to restrict style in so far as it necessitates extra consumption of material has been heard in Canada. With a realization that styles in the United States most certainly influence the men's wear of the Dominion, those concerned with the matter are interested in the extent to which style may be restricted across the border, if at all.

What Led Up to the Idea

To discover this it is necessary to note what led up to the idea. It developed directly from the entry of the United States into the World-War. The States entered the war without any remarkable surplus of wool on hand. In fact estimates have been made showing that there exists to-day in the United States a shortage of some 246,000,000 pounds of wool, or about thirty per cent. of requirements, while needs of the U. S. army for clothes, and blankets are most pressing.

Out of this situation came the desire for economy, and there exists at Washington a Department specially designed to handle such matters as shortages of any commodity. The department is known as the Commercial Economy Board. Its chairman, A. W. Ward, communicated with Mr. Irving I. Frankel, president of the National Association of Clothing Designers just previous to the Fifteenth Annual Convention held this year at Chicago.

Suggested Style Economies

In his letter Mr. Ward said in part: "The Board has made careful enquiries among textile manufacturers, and garment manufacturers, and it has decided that economies can be effected by a modification of styles. This modification will eliminate the waste that is occasioned by an unnecessary large number of samples, by excessive stocks, and by heavy losses through depreciation. There will also be economy in the use of wool that is needed for the army. The Board has therefore made the following recommendations:—That no textile mill producing woolen and worsted fabrics should manufacture samples of more fabrics than it is certain it can sell in commercial quantities, and that for the Spring season of 1918, each mill should confine its business to the more standard fabrics and designs.

That for the Spring season of 1918 garment manufacturers should reduce the number of samples of men's and women's garments, and simplify models so that only those will be produced that require the least practical quantity of cloth without unnecessary adornments which do not contribute to the physical comfort of the wearer. I consider it especially important that your Association co-operate with the Board in making these recommendations effective. Your Association can make a patriotic contribution of importance if the Association and its individual members will put these recommendations into effect."

Genaral Standardization Suggested

In reference to this communication at

the Convention President Frankel said: "The Commercial Economy Board of the Council of National Defence recommends that in the styling of men's apparel for 1918 there be eliminated all features of decoration or style emulation in men's garments. It is not at all difficult to comply with this request if our employers and those not represented by membership in this Association will agree to a general standardization. Mammoth advantages can arise from standardization, but before real standardization can take place, the manufacturers' association, the retailers' association, and the woolen manufacturers must get together. Standardization once established will create an economic condition that will bear fruit many years after the termination of the war. Gentlemen, in your deliberations and consideration of styles for the American and Canadian gentlemen for 1918, give deep cognizance of the request of our Council of National Defence, and in your recommendation of accepted models concentrate on as few as possible."

The Designers' Reply

A special committee of the designers was appointed to consider the matter of a reply to the Council of National Defence, and the following resolution was drawn up:—

BE IT RESOLVED—That in the styling of male apparel for the Spring and Summer of 1918, and until such time as the wool situation will again become normal, we refrain from the use of embellishments that go to consume cloth, and which in no way add to the physical comfort of the wearer, and

BE IT FURTHER RESOLVED that in the full spirit of economy that must be practised we limit the number of models to be shown, and that we further recommend that the strictest economy be resorted to in the cutting of garments so as to conserve every inch of cloth.

This resolution was carried unanimously by the designers, and forwarded to the Chairman of the Commercial Board with the following important note in addition:—

"The National Association of Clothing Designers feel reasonably assured that the spirit of this resolution will be adhered to by most men engaged in the art of clothing designing, but there are some outside of the pale of its jurisdiction who may disregard the patriotic spirit so essential at this trying moment, and put upon the market garments in contradiction of the intent and purpose of the Council of National Defence. We therefore would be in hearty accord with the passage of a law making this mandatory so as to place no fair and liberal minded manufacturer at a disadvantage."

Crux of the Whole Matter

In that recommendation that the matter of elimination of cloth-consuming embellishments, styles, etc., be made mandatory is the strength and the weakness of the whole matter. There is no part patriotism possible about this. If one considerable firm, or even if one quite small firm, gets out with the "something different" that means business, by ignoring the spirit of the bargain to dispense with cloth-consuming styles why the trouble is like a leak in the dykes of Holland, bound to spread. Only by making it absolutely illegal to develop cloth-consuming styles could the economy recommended by the Commercial Economy Board be effected, and there is no indication as yet that the law making the elimination of styles mandatory upon manufacturers has been passed in the United States.

So whatever be the benefits of standardization of men's styles in time of war or in time of peace after war the position in the United States at present is that nothing more definite has been done than was done patriotically enough by the National Association of Designers in the resolution recorded here which it should be remembered is not necessarily binding upon the craft much as the most patriotic amongst the members might wish it to be so.

Effects Upon Canada

There is no question that United States styles influence Canadian men's wear. As one manufacturer of high class clothing put it, "Canada is no longer to be regarded as a 'yokel' country where style and fashion are disregarded." This manufacturer was of opinion that in styles in men's wear Canada is up to the minute with the United States, at least as far as the great cities of Canada are concerned. Other manufacturers differed a little on that point, believing that some United States extreme styles never do reach Canada in the sense of being offered to Canadian customers and bought by them, but no one for a minute denies that what is worn by men in America will eventually be worn also in Canada if the style has any merits apart from mere novelty, while many styles which are merely novel come over to Canada and are purchased readily.

The effects then, of the abandonment of style in the United States would make a decided difference in Canada should style really be eliminated to any extent across the border. But it is to be distinctly remembered that so far style has not been eliminated to any great extent, and already the designs for Spring, 1918, are far advanced, far on the way to the sample stage, far beyond that in many instances. And it was undoubtedly one of the remarkable facts about the whole point as brought out at the Chicago convention that when the designers viewed the assemblage of their creations as exhibited and worn by living models, the immense preponderance of cloth-consuming styles in the shape of belts, patch pockets, pleats, cuffs, etc., was most conspicuous, in fact became the subject of good humored comment at the convention. The recommendation of the Commercial Economy Board really came a little late for the styles of Spring, 1918, in America and Canada.

A Peculiar Situation

"It is a most peculiar fact," remarked another leading men's wear manufacturer, "that the styles for Spring, 1918, of all years should be so very markedly distinguished by cloth-consuming embellishments when this economy suggestion as to styles should be going the rounds. There have seldom been years of greater variety in the use of style features involving the use of more material than would be absolutely necessary for the mere building of a suit."

There may be a subtle economic reason for this peculiarity for the wool shortage is a very real thing, and the need for economy in material has been realized by manufacturers for many a month since the war began.

As every men's wear dealer knows there is a good business reason for style. Style is not merely a matter of personal adornment to fascinate the fancy of the male. There is that about style which suggests value, worth, quality. This peculiar faculty that lurks about style in garments begins to exercise its power long before the customer in a retail way beholds the latest fashions in men's wear. To a certain extent the retailer is influenced by it, and along this line may be found the secret of the interesting cloth-consuming styles of 1918, the year of tremendous wool shortages.

Style Helps Sales

To offer the same lines of men's wear a second year in succession would be under present, and pre-war conditions, about as futile as to enter the market with second-hand tooth brushes. New styles are necessary to the sale of new goods in men's wear. It is a peculiar fact, but it is the truth, that people in the trade do not care to buy even staple lines of goods from manufacturers who cannot show them clever and attractive new styles as well. Even though the purchases of the novelty lines be small as compared to the purchases of other lines, the clever new lines must be carried and shown to convince the shrewd dealer that he is buying from a manufacturer who **knows**, and whose goods will not be found wanting when the educated taste of the consumer comes to the question of the new suit.

Further in this period of war stringencies, and of wool difficulties, there comes in the matter of advanced prices. Prices are higher. Every one knows they are higher—much higher. And men's wear is not more substantial in quality, worse luck. It is all the other way about. Suits that were formerly pretty good buys at $25.00 are not nearly as lasting as they used to be at the price. Customers meet the high prices, and jibe at the bargain. What is to be done to complete sales under such conditions? The answer is style, novelty, fashion. Only by showing the customer something new and more attractive at the higher price can the pang of the higher price be alleviated. Styles unvaried from those of last year, but offered at advanced prices with no per-

ceptible difference to the good in the quality of the material used would arouse the suspicion in the minds of customers that they were being held up. But a little touch of style, a little snappiness, difference, smartness makes it much easier for the dealer to sell men's wear even under conditions such as prevail to-day, and will probably be intensified by Spring, 1918.

Customers Are Sharp For Style

There is also to be remembered in this connection the fact that customers all over Canada are really much more alert to matters of style than ever they were in former days, even in quite recent former days. Illustrated advertisements by the great men's wear houses of the United States, snappy pictures of men wearing the right clothes right, beside girls who know when a man is well dressed, stylishly dressed, and looks good to her, the effect on the feminine mind and imagination of smart uniforms and the comparison inevitable though unsuspected that takes place in the feminine mind when ordinary civilian raiment returns to her vision—these and kindred suggestions have had their inevitable effect. Civilians are calling for more rather than less stylish clothes. Manufacturers are striving in the face of wool shortage, and other difficulties to meet the demand.

There is of course left to the trade the appeal to the young man to do his bit by wearing plainer clothes if he cannot wear khaki, and this may be the fashionable appeal should style actually go by the board owing to war's worst exigencies. But for Spring, 1918, in Canada there will certainly still be styles, and plenty of them, and probably for Fall, 1918, also, though beyond that there is a doubt in the minds of designers.

THE SERIOUSNESS OF THE WOOL SITUATION

Letter Sent from Major Wm. Thorburn, Managing Director of Lowe, Donald & Co., Peebles, Scotland—A Recognized Authority—Makes Case Clear — Letter Sent to a United States Friend, but it Applies in Some Ways to Canada, and to the World as Far as Prediction of Shortage Goes.

Craigerne,
28th April, 1917.

My dear Jim:—

This is Saturday afternoon, so I thought I would write you a few lines on the general situation so far as regards the woollen trade in this country at the present time. All wool is now in the hands of the government, and no manufacturer can get a pound except through permit of the Government. At present the Government is refusing to give any wool except for the manufacture of army clothing. All classes of Crossbred or Cheviot wools are more especially held up, as they are needed for Khaki for the armies. The consequence is that scarcely a manufacturer can take on a single piece, beyond what we originally put down when giving out our winter orders. This means, that all our orders have to be executed from stock, or from what are still to be delivered. If I had not taken my courage in both hands, and put down as many pieces as possible, we would have been in an awful hole. As it is, we will have a very arduous time in executing our orders without substituting, for it is utterly impossible to foresee which patterns or ranges will sell best. For example, we may have put down four pieces or eight pieces to each number of a range, and the result may be, that we have plenty of some numbers, while others are sold out. In pre-war times, that would have been avoided by beginning with one piece or two pieces to each and repeating as required, but that is now utterly impossible, as we must put down all we think that we are likely to require, even before we receive the card samples.

People over here and in other foreign countries quite recognize the situation, and are pleased to get good substitutes, but with you they seem incapable of understanding the seriousness of the condition of things, and expect everything to go on just as if the greatest war in the history of the world was not now raging.

You must face the facts of the situation and impress all your travellers with the necessity of thoroughly explaining to their clients that they no longer can expect things to be conducted as they used to be, and to solicit their cordial co-operation in coping with an unprecedented situation.

After all, what does it matter if there are a few substitutes in an order for a large number of suit lengths? We would on no account ever send an inferior substitute.

Your cable in reply to ours with the numbers of those you are likely to want has come to hand and had my attention. I saw, that unless you adopted some such plan you would be landed in a desperate situation. I have gone into the matter myself very carefully, and I can assure you that you are extremely lucky that we have been able to do so well for you. I hope that you will fully realize what a sacrifice it is to the firm here, in giving up such a large number of pieces at a trifling profit when orders are pouring in from all parts at prices 20 to 25 per cent more. We never had such large orders, many of them from £5,000 to £6,000 and quite a large number from £3,000 downwards. You can therefore understand what we have to face when we cannot repeat from the manufacturers. One client alone ordered one hundred pieces of a Blue Serge 21 ozs. at 13/- per yard.

The fact is, there is going to be a famine for all woollens if the war lasts. Your American clients may be slow to find that out, but it will come home to them, and then there will be a rush for goods. The fact is that our winter collection is being sold in most cases at prices which are less than we can buy them for.

SPECIAL APPEAL FOR RAILROADMAN'S BUSINESS

Continued from page 62

How often it does. We all like to think people value our company, our efforts, our patronage. It's human nature, and the man who remembers human nature most in business—other things being equal—profits most.

Mr. Hunter, by-the-way, is a great believer in trade papers. Says he can't get too many to read. It is from such men that striking merchandizing ideas usually come.

ADVERTISING SPECIAL SALE.

W. S. Charlton & Company, of Vancouver, B.C., recently carried on a Mid-Summer Stock Reducing Sale of men's furnishing lines and used some effective advertising under the heading "You may not be able to buy at these prices again for two years."

Continuing, the ad. says, "the statement we make is drawn from a careful review of actual market conditions. Latest market reports indicate an increase of from 25 per cent. to 50 per cent. in the cost of men's wearing apparel for next season. Meanwhile our reductions on broken lines remain effective, and they present a buying opportunity which may not be equalled again for at least two years. The secret of intelligent economy is a simple business principle—buy when prices are low."

A new front is shortly to further improve "Tokey's" men's wear store, James Street, Hamilton.

The Men Who Stay at Home

AS THE *days roll by the feeling with regard to Conscription becomes less heated, less hesitant. There is evidenced on almost every hand a faith that all will come out right—that business will not suffer unduly as a result of whatever measure may be enacted to guarantee reinforcements to the men at the front.*

It was said in MEN'S WEAR REVIEW, *when word of Conscription first came, and when wonder as to its effect was leading some — a few — to cancel orders, that no class would be called out before September. It now seems that none will actually be called until even later.*

When the call does come—if it comes, as we believe it should—unmarried men between the ages of 20 and 35 will be taken. Not all of them by any means, but 100,000 of them—the 100,000 who can best be spared.

At the commencement of the war the unmarried men between 20 and 35 were the back bone of the men's wear trade. They mean much to it now, but not so much.

From the men of that age who remain—and of course many more will remain than will be taken, since according to the very axioms of the army it takes 7 men at home to support one at the front—splendid trade will be secured.

They must not be overlooked.

Yet it will behoove all men's wear dealers to figure quietly. The problem of making up for the losses in customers which will come. The problem of maintaining business on its present splendid basis.

We believe the losses will be less than many imagine.

One source of making good the losses will be by selling different goods to the men lost as buyers of civilian clothing. Another will be to reach out more eagerly for the men who remain, the older men, the married men, the boy and the mechanic. These men who remain will have money with which to buy. The very fact of the added pressure under which they will have to work will add to their needs.

In these men who stay at home—in satisfying their growing needs—lies the chance of keeping the men's wear business growing.

SOMETHING NEW FOR THE CARDWRITER

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

LESSON NO. 1.

CARDWRITERS, like the rest of the world must be always on the alert for something new in order that their work may not become stale.

New ideas come to you naturally because one idea brings another and the more you consider them the greater becomes your capacity for evolving new ones.

The cardwriting profession has a very wide scope for producing novelties. There are so many different branches of the work to go into and each branch has an unlimited number of surprises in store for even the experienced cardwriter. It is for this reason—to bring out original ideas—that this new series of cardwriting articles is being conducted.

This is lesson No. 6, and each lesson has revealed a new form of show card lettering. You will have noticed all along how practical these lessons are. We may all be able to sit down and work out something new if we are willing to spend sufficient time on it but all these types can be made very rapidly being all on the brush stroke principle, which means each part of the letter is completed with one stroke of the chisel pointed brush. That is where the speed comes in. This is the principle that nine-tenths of the present day cardwriters are working on. You get the effect, and the clean cut letters with the speed which modern competition demands.

Of course new types do not necessitate the changing of show card principles set out in any previous lesson. On the contrary the lessons contained in previous articles will facilitate the making of new types and will enable you to appreciate the simplicity of a principle which serves the same purpose no matter what form of letter you are making.

We are endeavoring to give you as wide a range of lettering as possible so this month's lesson deals with poster lettering and design.

From poster lettering you may at first get the idea that it is just used for making posters or large temporary signs, but this is not the case. It can be used on cards for the most exclusive showing or it can be used on ordinary sale cards with equally good results, though it is of course, derived from poster work. It is of that class of lettering that is of free and easy formation; in fact, it is so free and easy that once you have mastered the rudiments you can make changes in it to suit yourself. But of course these changes must be consistent with the rest of the alphabet.

While that shown in the chart is a good one, it is no better than dozens of other poster types which are used or can be invented.

The alphabet we are now showing when formed into words makes a very readable card and should therefore be studied carefully before you turn your attention to other forms. When you are able to make this successfully you may find new ideas for lettering on theatre posters, headlines and advertisements in good magazines and other examples of work done by the best artists, and you cannot do better than model your lettering and designs on these.

Now to return to the chart. The lettering, as stated before, is made with the one stroke principle which means every stroke of the letter is completed with one swing of the brush, a second stroke being unnecessary.

One of the features of this type is that there are no absolutely straight line strokes in it. It is entirely composed of curved lines, some are more curved than others but all must be gracefully made.

Upper Case

"A" is a three stroke letter. Note the broken spaces between lines 2 and 3 and that of line 1.

"B" is a four stroke letter. This letter will need more than ordinary practice in order to make it in the proper proportion.

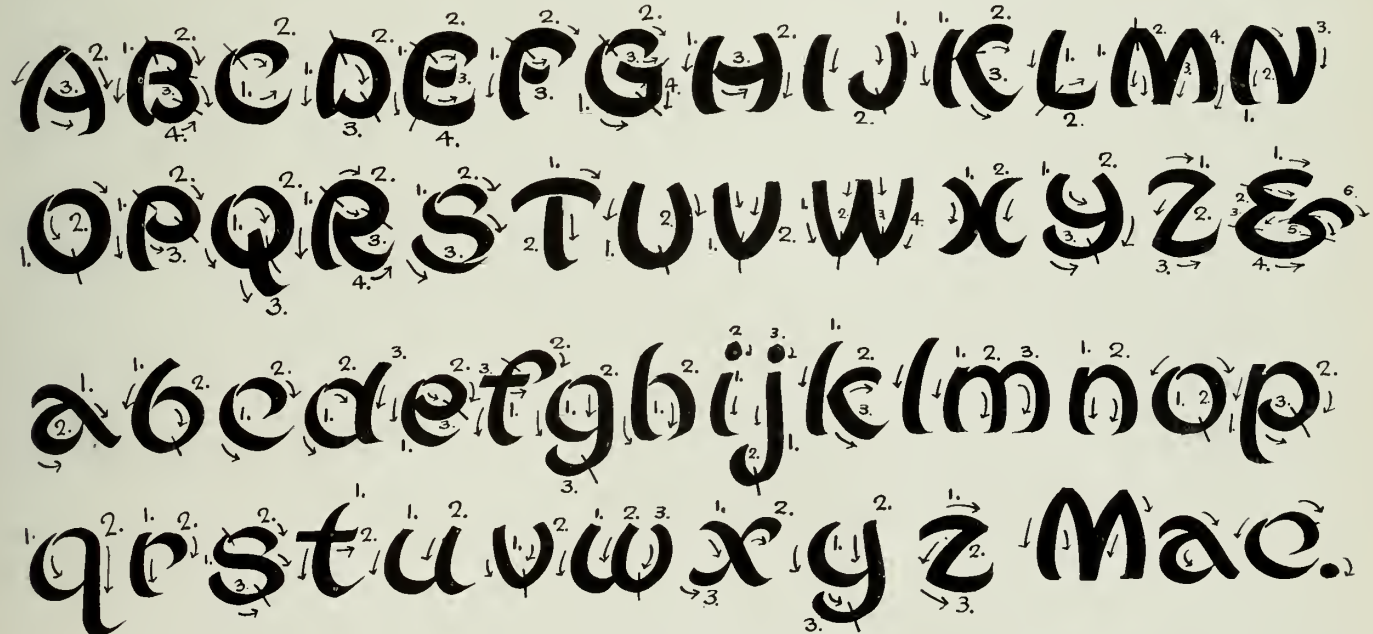
"C" is a quickly formed letter; note the break where the two strokes meet.

"D" like the "B" needs much practice. Stroke 2 is the most difficult, practise often.

"E" shows a formation which differs from any other. Strokes 2 and 4 are the same only curved the opposite way.

"G" is made with four strokes. The practising of "C" will aid you in this letter.

"H." This letter is the same as the



Poster Type.

"A," with strokes 1 and 2 spread apart. Note the break between strokes 1 and 3.

Practise many times "I." This stroke appears often throughout the alphabet.

"J." Stroke 1 of "J" is similar to stroke 2 of "H."

"K." This is a three stroke letter. Note the relation strokes 2 and 3 have with that of stroke 1. Much practice is needed.

"L" is composed of two strokes. Care should be taken to get these strokes at the proper angle.

"M" is a four stroke letter. Stroke 1 and 3 are the same and 2 and 4 are the same. Both sides of this letter should be alike.

"N" is composed of three strokes. All these strokes have appeared in other letters. Practise many times.

"O" is made with two strokes. Note the broken space where strokes 1 and 2 commence. "P" shows a very graceful formation. This letter takes a great deal of practice in order to get it properly balanced. Three brush strokes form this letter.

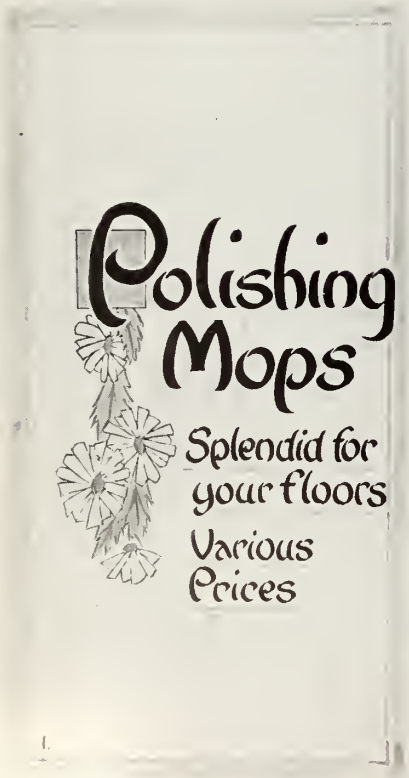
"Q" is the same form as "O" with stroke 3 added. "P" also is the same form as P with stroke 4 added. This letter needs much practice.

"S" is made with three strokes. Each stroke is separated. Note that the lower section of this letter is wider than the top. It should be practised often.

"T." Stroke 1 of this letter is the only one of its kind in the whole alphabet. Note the even curve on this stroke.

"U" is made of only two strokes. Note how each stroke curves in at the top. Practise often.

"V" is similar to "U", the only difference being that the two strokes come to more of a point at the bottom.



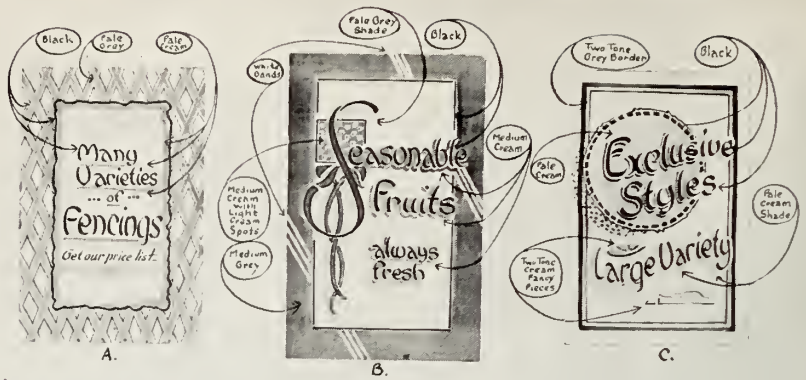


Fig 1.

"W" is the same as two "U's" joined. You will need a great deal of practice with this letter.

"X" is made with two brush strokes, one opposite to the other. Much practice is needed here.

"Y" is a nice formation and a good one to practise. Note the relation strokes 1 and 3 have to stroke 2.

"Z" has three curved strokes. This letter is similar to the "N" on its side.

The sign "&" shows good food for practice.

Lower Case

In the lower case alphabet there is a lot of similarity of stroke formation. Here you will notice the few strokes used to form each letter and as you know this spells speed. All unnecessary frills have been cut out.

Take the "a" for instance. Stroke 1 is used where usually two are used.

The curve on the bottom of stroke 1 does away with the third stroke. "G's" second stroke takes the place of two strokes. "H's" second stroke also takes the place of two strokes.

Strokes 2 and 3 of "M" each take the place of two strokes, making it a three stroke letter which is ordinarily made with five strokes. "M" also is usually a three stroke letter, but this is cut down by make the entire right of the letter with one stroke.

"Q" also gives a demonstration of this. These strokes are made into one with stroke 2.

Stroke 1 of "U" is usually made with two strokes. "W" is usually made with four strokes but we have only used three here.

We save one stroke in our formation of the "Y".

Poster Design

With poster lettering we are showing a few ideas in poster designs as they go very nicely together and are both of the free and easy styles. These ideas are obtained in much the same way as the lettering. Whenever you run across any save them for future reference.

You must remember that these ideas do not appear on the cards illustrated here; they are just mere suggestions and you have to work cards up from them.

Your attention is called to Fig. 1. Here is a reproduction of three miniature cards with diagrams to show you what colors or shades make good combinations, though many others can be used.

A shows a diamond shaped background effect. This gives a suggestion of a lattice work fence and is quite in keeping with the wording. First mark out the white centre panel, then the background in pencil. Apply the black uneven border around the panel first then after that is dry rule the pale grey diagonal stripes. Then draw the pale gray border inside the black one. To complete the design draw thin pen lines on the inside of each diamond as shown. It is then all ready to letter.

B shows a very striking card. It has a two inch border all around it of a medium shade of gray with a black pen

border inside of that again. It is advisable to lay all cards out with pencil first. Then do the black lettering because this is the most important thing on it. All the shadings, etc., come in turn after this is done.

C shows a striking design. The round is of a pale shade of cream with a black broken border around it. The shadow behind it is of two tones of grey with white dots on it. The border used here makes a very effective card without any other fancy design. It is of two tone grey.

The larger cards show other distinct ideas of poster types and poster designs —put them into use. Card 1 shows an idea worked up from a postcard. The flowers are pink with a yellow centre and the leaves are two-tone green. The panel behind the "P" is of pale blue. The shading and border are of pale grey.

Card 2 shows a centre panel of two tone cream with the shadow on the letter of a darker cream. The border is of pale grey and the lettering black.

Card 3 gives a bizarre effect. This idea was gotten from the illustrated section of one of our weekly papers. The heavy band is of pale cream and the narrow band is of pale grey. The spots on the band are pale cream with a darker cream shade. The spots on the left hand side are pale pink outlined with black with a pale shade of grey shadow.

The novel type used in the three cards whose lettering stands out in bold relief will be described in the next lesson which begins a new phase of cardwriting and describes the many uses of the air brush with instructions how to use it.

BUYING A SHIRT IN GERMANY

Some of the Difficulties Experienced in the Purchase of Clothing in Germany To-day

SOME conception of what "kultur" in war times means under Teutonic administration, with particular reference to men's furnishings, is contained in the following interesting experience of one man who tried to buy a shirt. Some of us in Canada are much inclined to kick even against comparatively few ills that have so far attended the war in its effect upon Canada, but they should be compared to the following record of a tragedy in every-day life in Germany, which has no amusing side to it in the least:—

"Last January, while in Berlin, I wanted to buy a shirt, and I went into one of the big departmental stores to purchase one. When I told the assistant what I wanted, she said, 'Have you a bezugschein?' I asked her to explain. She said it was now impossible for anyone to buy a shirt without a special card from the city magistrate, and it would be useless for her to show me the shirts for sale until I had this card.

"Because I lived in Wumersdorf, a suburb of Berlin, I had to go to the city hall of that suburb. Arriving there, I was told that the card office was on the fourth floor of another building. Arriving there, I found a long line of men, women and children awaiting tickets for clothing. Finally, when I reached the desk where tickets for men's clothing were issued, I was asked for my registration slip, which the police issue to all foreigners in Berlin.

"This slip I did not have. So I was informed that I could not have a card for a shirt until I brought my police registration card with me. I went home, obtained this card, and returned to the magistrate's ticket office to find that it was only open from 9 o'clock until 1. This was one means of discouraging people from doing any but the most necessary buying.

"The next morning at 9 o'clock, I was standing in line. In due course, I was ushered into the little room where tickets were being issued. When I again informed the woman that I desired to buy a shirt, she asked me whether I had purchased any other clothing recently. After my reply in the negative, she handed me a card to fill out with my name, address, age, religion, business, wife's name, the number of my family and my nationality. I returned this card. She marked on the back: 'Ticket for one dress shirt, given January 4, 1917,' and handed me a card entitling me to one shirt.

"This is the process one must follow in all German cities to-day if one wishes to buy clothing of any sort. At one time, no one could buy more than two pairs of stockings, or two handkerchiefs, or three towels, or one shirt or two collars. Raw materials in Germany are so scarce that the government is compelled to limit the sale of clothing."

MEN'S DRESS REFORM

(From the Indianapolis News)

To men unacquainted with Scotland, the hold of kilts upon the Scots remains a great mystery, but there is no speculation about the fact. Scots regiments clad in abbreviated skirts are reported to have made a great impression in France, not only among the French, but also among the British enlisted men, who are said to have ridiculed the kilt until Scots went into action, whereupon they began to admire them. This is the extreme of men's dress reform as now discussed in England. The compromise between trousers and kilts which conservative persons are proposing, is a return to the breeches of pre-Victorian days.

It is argued that British and American soldiers are dressed in breeches for the very good reason that they are more comfortable. Men who, as soldiers, are wear ing them for the first time, are beginning to ask why sensible men have been going around all this time with their calves encased in flapping trousers. With the 5,000,000 or 6,000,000 British soldiers converted, the dress reformers believe the battle is half won. And while men are praising the comfort afforded by breeches, women are helping the reform along quite materially by contending that in breeches men are much better looking, an argument which must appeal strongly to young men who have as yet not joined some branch of the fighting force in which breeches are worn.

As another effort at war economy and comfort, unstarched linen is being advocated, the stiff linen collar coming in for ridicule. Britons have been getting away from the stiff collar for some time, and in late years young Americans have shown some preference for soft collars, especially for summer wear. The virtue of the stiff collar, according to its defend ers, is that it imparts a trim appearance to the face, but they have little to say about its origin among court dandies, who were willing to make large concessions to discomfort, if not actual distress, in order to appear well. Whether these reforms are coming, cannot now be predicted, but it is significant that some change in men's dress usually follows a great war.

PERSONALS

Mr. G. B. Cohen, of Wilson & Cohen, leaves the first week in October on a three months' trip to Japan.

Mr. J. H. Wildfong, who for thirteen years was sales manager for Gordon, Mackay & Co., Limited, is now manufacturing the Melbaphone talking machine in Toronto.

Legge & Thompson, men's furnishings dealers of Moose Jaw, Sask., have discontinued business.

MARKET REPORTS

THE MARKETS AT A GLANCE

PRICES in men's wear lines held firm during the month with a disposition to look for upward changes in a number of lines as soon as travelers start on the road to make their Fall rounds. Underwear shows an advancing tendency and some manufacturers are making sales only after they confirm prices submitted by their representatives. Hosiery prices are expected to be announced by September 1, and generally higher levels are expected by the trade. Manufacturers of clothing intimate that advances can be expected in certain lines of suits when their Fall prices are named, due in large measure to the higher costs of cloth and linings. New shirt styles and prices had not been arranged at the time of writing, but were expected to be ready for exhibition during the last week in August. Prices on hats when announced for Spring, 1918, lines are expected to show a generally higher tendency. Panama straw hats on the other hand give evidence of easier market conditions. There is more competition for this trade as a number of concerns are now manufacturing in Canada.

Neckwear is in firm market, due to the steadily upward trend of the raw silk market. Some lines of white duck trousers and khaki Summer goods have been advanced. One manufacturer of shoes has been making efforts to develop the canvas shoe trade for next year. Now that the Summer holiday season is over trade is expected to show an improvement.

UNDERWEAR UP

Strong Probability Prices Will Be Revised to Higher Levels on Additional Business Taken

UNDERWEAR.—Mills which last month again withdrew their prices on underwear have been taking additional orders during the month but somewhat sparingly. All orders seeking placement through their agents must be submitted to them for confirmation before being accepted. There is a strong situation in the market and some of those closely in touch with the situation anticipate there may be a general revision upward of from 5 to 10 per cent. in the near future. This will be in addition to the opening prices announced during the latter part of June.

As intimated in these columns last month there was a strong probability that higher prices might prevail before the season progresses far. A survey of the situation after a month has elapsed would seem to indicate that that time is measurably nearer. One of the large Canadian manufacturers that announced their prices on underwear has continued to take orders without restriction. The situation with respect to cotton yarns and woollen yarns does not show any improvement. Cotton continues to hold at a high price and costs to the Canadian manufacturer in the neighborhood of 29c to 30c per pound carded. In the primary market in New York it has held uniformly high around 26c per pound for spot middling uplands. Supplies of wool from Australia and New Zealand are reported to have arrived recently at Vancouver, the volume being in the neighborhood of 2,000 bales. This will help the manufacturers of woolen yarns. They will be able to supply their needs for some time and will need all that comes forward as the British source for yarns has been shut off entirely. There is every indication that there will be a steadily firm market in all classes of underwear.

HOSIERY PRICES SOON

Mills Quite Generally Have Not Named Their Prices for 1918 Delivery—Large Canadian Manufacturer Booking But Is Restricting Orders

HOSIERY.—The majority of Canadian mills have not yet announced their prices on hosiery for 1918 Spring delivery but it is anticipated they will be given out about September 1. One of the well-known manufacturers has been in the market for some weeks past with prices but does not show an inclination to take unlimited orders. At the time of their opening prices an advance of 10 to 25 per cent. was recorded. From a reliable source the opinion is expressed that the prices to be announced by mills that have not yet named their quotations will probably be from 25 to 50 per cent. Some of the Canadian mills are working on orders on account of the United States Government and this is giving additional business. Restriction of orders by those concerns who have named prices is an indication of the timidity that exists with respect to the future situation. It is a most uncertain time and manufacturers do not care to commit themselves far into the future. Wholesalers and retailers have given evidence of a similar disposition to play safe so far as they can. The times are unprecedented and those who would venture a positive opinion as to how things are going to turn would be bold indeed.

In the United States there has been the same hesitancy about announcing open prices for Spring of 1918. In that market the opinion is quite generally expressed by large jobbers that prices are headed toward still higher levels and that present prices will look cheap in comparison with those that will prevail in the future. New prices are expected to be announced in that market about September 1. In both Canada and the United States date for announcement of prices is about three months' late.

HIGHER SUITS

Higher Prices Will be Made Effective When Travelers Start on Road About September 1 With New Spring Lines for 1918

CLOTHING.—Travelers for wholesale clothing manufacturers will in most instances start on the road about September 1 with their new lines and styles for Spring 1918 delivery. One large manufacturer stated that one of their popular priced suits selling at $24 for recent booking will have to be increased to $29 per suit. The increase is attributed in large measure to the higher cost of the cloth, but the extra cost of linings and labor have also contributed in large measure. This is stated to be a fairly representative increase that may become effective on lines of suits that have been manufactured out of stock that has been purchased at higher prices. There has been a steadily upward trend to the market for cloth during the month, each new quotation from England being higher than the previous one. Marine insurance and war risk has greatly increased within recent weeks and this has added still further to the cost of the raw materials. Interest was centred around a dispatch from Manchester on August 13 to the effect that an order had been issued by the Control Board with the approval of the Board of Trade, providing for the stoppage of 40 per cent. of spindles and looms for three months from September 1. Firms desiring to run more than 60 per cent. of their machinery will be permitted to do so by paving levies and the fund thus raised will provide relief for the operators that are thrown out of work by reason of the order of the Control Board. It was also announced in the same dispatch that the application for a wage advance has been suspended. A strong effort is being made by the Shipping Controller to increase the tonnage available for cotton.

Local cloth men had not been advised as to the exact significance of this order but one closely connected with the London cloth trade ventured the opinion that it referred only to Manchester cotton goods. The assumption was also made that the Government is not getting sufficient raw cotton to meet its requirements for munitions when the domestic mills are allowed to consume large quantities. Reduction of the number of spindles and looms by 40 per cent. would give an additional large amount for war purposes.

NEW SHIRT LINES

Manufacturers Will Have Surplus for Spring Delivery in Hand About Last Week in August—Prices Expected to be Firm

SHIRTS, COLLARS.—At the time of writing manufacturers had not yet announced their new prices on goods for Spring 1918 delivery, but they were expected to be issued in the very near future. The new range of samples were expected to be in readiness for showing at the same time. It is certain there will be higher prices on some lines as manufacturers assert they will reach dearer materials in a number of the lines. Some manufacturers have been sold up and have not been able to look after any sorting business that may have come their way for the past couple of months. Interest in the trade naturally centres around the announcement of new prices and lines to be shown to the trade.

WOOL HATS NOW

Scarcity of Fur Has Caused Manufacturers to Develop New Line of Wool and Fur Stiff Hats—Prices Lower

HATS AND CAPS.—Owing to the high cost of all-fur stiff hats, which have become almost prohibitive, the English manufacturers this year are making a drive for the development of trade on the wool and fur mixture hat. This hat was shown last year but will be in the market in larger numbers this year as the result of their initial reception. This line of wool and fur hats sells approximately 25 per cent. cheaper than the all-fur hats. A few of the samples of hats have arrived from England during the month, but the main line has not yet put in an appearance. They are on the way, however, and are expected to reach local wholesalers in the near future. Goods are expected to be in the market in time so that the travelers of the various concerns will be able to start on the road by September 1. Indications point to higher prices for felts and straws for 1918 delivery. Fur for the making of felt hats is reported to be scarce and the silk trimmings are very much higher than they were a year ago on account of the upward trend in the raw silk market. Canadian makers have not yet issued their samples for the new line but are expected to have them ready in the near future. It is generally expected prices will be in advance of recent quotations. In some quarters it is expected an increase of 75c to $1 per dozen will probably be made, while in other quarters it is anticipated the advance may be as much as $3 per dozen. Representatives of one manufacturer was of the opinion that their lowest line would be $24 per dozen, as compared with $21 recently.

Cap Samples In

Samples of the new caps for the Fall trade have been received by some representatives of manufacturers. Prices on these lines range from $8 to $16 per dozen and in some cases for special lines even higher. The most interesting feature in the hat market at the present time is the rapid development of the panama hat manufacturing trade in Canada. There are no less than three concerns manufacturing the hats and other concerns in the United States have recently entered the Canadian market through the appointment of representatives. This development has probably been encouraged by the fact that boater straw hats are almost as dear as the Panama hats and when people can obtain the Panama they prefer it on account of its lightness and wearing qualities. There has been a steadily downward tendency in the price of Panama hats. One manufacturer last year carried the cheapest line at $27. For the present year the same line was $24 and now the intimation is made that this same line may be $21 for next year. Some grades of Panama hats by another concern is being placed on the market for next year's delivery at $1 per dozen. This is known as the Japanese fibre hat.

NECKWEAR FIRM

Travelers Now on Road With New Spring and Fall Lines—Raw Silk Goes Steadily Higher—Swiss Silks Steady

NECKWEAR.—There is a firm situation in neckwear prices due to the steadily upward trend of the raw silk market. There has been a further advance of 50c per pound during the past month in the raw silk making the quotation on Japanese silk at the time of writing in the neighborhood of $7.20 per pound. In normal times the prevailing price for raw silk is $4.50 per pound. In the Japanese market reports have generally indicated a heavier yield this year than last year. Within recent weeks, however, reports have been circulated that as the crops may not be as large as at one time anticipated. The bulk of the demand is falling on the Japanese raw silk these days because of the impossible price of Italian raw silk. The representative of one of the largest silk manufacturers of Zurich, Switzerland, was advised recently that the price being asked for Italian silk was 210 Italian lire, equivalent to $42 per pound in normal times. The Italian lira at the present time is much below par, but on the present basis of the Swiss franc the amount being asked is 160 francs or $32 per pound. Italian silk raisers are reported to have let the industry largely go by the board this year on account of the possibility of invasion by Austrian enemy hordes. An advance of a few miles on the Italian frontier by the enemy in certain parts would mean the capture of the most fertile silk areas.

Swiss silk has held steady in price during the month but the manufacturers are in a quandary to know what to do in the face of the exorbitant prices that must be paid for the Italian raw silk. In the past the Italian raw silk was largely used as the warp or basis of the manufactured silk. Shipments of Swiss neckwear silk have been coming forward during the month and Swiss mills continue to operate, the prohibition of 50 per cent. of exports into Great Britain apparently having made no difference in their operations. It was anticipated by some closely identified with the trade that this prohibitory measure might

have the effect of reducing prices of Swiss silk but it has made no difference in this respect whatever. Prices are all in a very firm position.

New Lines Out

Manufacturers are now showing their new lines for spring and fall delivery of next year. Bookings are reported fairly good with the bulk of orders running to the better grades. One larger manufacturer stated that so far approximately 75 per cent. of their orders for Spring are for $5.50 neckwear and higher, while for Fall delivery the percentage of the same qualities runs about 33 1-3 per cent. Brocade satins, heavy silks and warp prints are having a good reception as new lines that are being shown this season.

RAINCOATS STEADY

Summer Weather With Lack of Rain Has Caused Quietness in Demand—Prices Remained Unchanged

WATERPROOFS.—There was a steadiness in the market for waterproofs during the month due to the continued good weather. When rain makes itself scarce trade is bound to lag in waterproofs. However, wholesalers are not complaining as they had an excellent business during the Spring months when so much wet weather was the vogue. Prices held steady without change, there being little disposition to look for higher prices immediately.

LEATHER SCARCE

Manufacturers Busy Getting Fall Samples Together — Travellers Will Start on Road During September—Narrowed Range

GLOVES.—There is every indication of a narrowed range in glove lines when travelers start on the road with their samples during September. Difficulty has been experienced in getting sufficient supplies of leather for both the fine and working gloves. There is a shortage and manufacturers have been driven to substitutes in certain parts of working gloves and mitts. In one line of mitts the backs are being made of oilcloth as a substitute for leather while in another line a corduroy back has been substituted for leather, the palm being the only part that is still of leather. There is a very noticeable shortage of sheepskin for the finer gloves and in some instances horsehide has been used. There is a generally advancing tendency on all lines of gloves and when the new samples are shown to the trade this Fall it is expected they will show material increases. Stocks of gloves in wholesalers hands are light and a stringency in the market is expected to continue as long as the present tight situation in leather continues. That condition will probably be synonymous with the war.

WHITE DUCKS UP

Prices of Workmen's Overalls Hold Steady But Summer Ducks Show Upward Tendency—Booking Orders Now

OVERALLS.—There has been an upward tendency during the month in white ducks and khaki ducks for Summer wear. One manufacturer advanced his line from $10.50 to $14 per dozen on whites and from $12 to $15 on one line of khaki and from $18 to $21 on another line of khaki. Another manufacturer advanced these lines on August 1 when the general advance of $1 per dozen was announced on all lines of overalls. Prices on overalls held steady during the month at the advance recorded in last issue. The range of prices run $21, $19 and $7.50 per dozen. One manufacturer reports they have sufficient orders booked already to keep their plant running for the balance of the year. Booking is now being made on the basis of the recent advance by one large concern. The heavy demand for denims and drills for equipment of the United States troops and outfitting of the army has caused a big drain on supplies of cotton yarn and put firmness into all cotton fabrics, including overall materials.

NEW SHOE LINES

Manufacturers Making Drive on Canvas Shoes in Effort to Relieve Drain on Leather Goods—Leather Shoes May Be Higher

BOOTS AND SHOES.—One of the large Canadian manufacturers has had their travelers on the road during the past month making a consistent drive for sales on a complete line of canvas shoes. This is by way of utilizing some time that would otherwise not be fruitful and also, too, in an endeavor to relieve the insistent drain on leather goods. There seems small possibility of lower-priced leather shoes as long as the war keeps up. Sorting orders on shoes have been fairly good during the past month. Travelers will start on the road with their 1918 line during the first part of September and it is anticipated prices will show a generally firmer tendency. The manager of one concern anticipated the advance in their line would be from 5 to 10 per cent.

During the past month leather has been somewhat easier in tone, but this was not due to any improvement in the existing stocks. Manufacturers of shoes were fairly well stocked up with high-priced materials and they were not in the market for additional supplies. Tanners were inclined to make slight inducements by way of lower prices to induce further buying.

SUGGEST DISCONTINUING TWO BLOOMER SUIT

Manufacturer Gives Opinion That This is Only Way to Make Boys' Suit Prices Sound Somewhat Similar to Old Figures—Causes of Advance—Further Uses to Come.

THE boys' clothing situation is perhaps even more distressing than that with regard to men's clothing. Prices are very high—are going higher. One manufacturer suggests that retailers, for the time being, forget about the two bloomer suit. Perhaps this would be wise.

No Cheap Lines

But the whole opinion of this large maker of a high grade boy's line will be of great interest.

"A cheap line of boys' clothing," he says, "is a thing of the past and those merchants who have been in the habit of buying boys' suits at from $3.75 to $5 will have to begin to realize that there are no such lines on the market to-day, and will therefore have to be prepared to pay very much higher prices. Of course, some manufacturers may turn towards straight cotton goods, but these lines we do not think will be very popular with the trade in general.

"Boys' suits with two pairs of bloomer pants have of course been very popular in Canada during the past three or four years and we were one of the first firms to introduce boys' clothing made in this way. One cannot imagine, unless he is in the manufacturing business, just how much extra the extra pair of bloomers brings up the cost of the suit; it must be remembered that you cannot only figure on the cloth, trimmings and workmanship on this extra pair of pants, but you must bear in mind that it has got to carry its share of the manufacturing, selling and administrative expenses of any organization. In order to make boys' suits appear more reasonable in price to the consumers, we are advocating to our larger accounts, this season, that they take up the suits with one pair of bloomers only, doing this until conditions are more normal.

Rises in Materials

"Before the outbreak of war we were able to purchase a fairly good fabric in

quite attractive patterns at from 60 to 65c per yard; this same cloth, to-day, cannot be purchased at less than $1.25 per yard. Of course, the merchants do not only want to figure on extra cost of raw material—wages have also advanced tremendously and the trimmings, and to-day a wool "Beatrice" lining which we used to be able to buy at about 40c a yard, is now selling at $1.00 a yard. Now, this same advance applies to everything which goes into the making-up of a boy's garment.

"Let us assure you that it is a very difficult proposition, not only for the manufacturers but for the retailers and while prices are extremely high, if this war continues for another six months those lines which look high in price to-day, we can assure you will look very cheap.

Another maker gives a brief opinion of value:—

Expects Turning Toward Cotton

"The situation in reference to boys' clothing is not very promising for next season. Goods that we used to buy for one and four pence are now up to four shillings per yard and at this high price are practically prohibitory for boys' wear. It looks as if cottons will be in big demand for next season's trade."

But the Boys Have Buying Power

The bright side of the situation is the purchasing power of the boy. More boys are working, either whole or part time, than ever before in Canada. They are getting bigger pay than at any other time. They will therefore be in a position to pay the price which has to be asked for boys' clothing.

HATS and CAPS

SPRING SAMPLES SHOW LITTLE CHANGE

Spring, 1918, Samples Late, but Indicate Little Change in Style—Old Samples to be Used—Price Increase May Reach 20 Per Cent.—Big Panama Season Predicted—Fur Mark in Serious Condition.

A CERTAIN amount of indefiniteness still surrounds the situation, as regards hats and caps, from the standpoints of style and price, for, with a slightly later season than usual, the Spring, 1918, samples are rather backward in making their appearance. Some wholesalers have not received any samples as yet, while others report that a few have come to hand. No alarm is felt over the situation, however, for there are many large shipments known to be on the way.

Perhaps the situation can best be summed up by the information contained in a letter from the headquarters of one large hat manufacturing company to a local jobber. The latter stated that the new lines for Spring, 1918, were not very extensive, and that in many cases old samples would have to be used. In regard to prices, the letter stated nothing definite could be said, as no one knew where they were at in this regard.

Styles Little Changed.

It is evident that styles will be little changed from 1917 lines, and that there is not sufficient change in the styles to warrant putting out an extensive line. It is considered probable by local men that the medium flat brim felt will predominate for spring and fall wear. They add that there is no use putting through samples for quality, as neither colour nor quality are being guaranteed in orders now being taken. Order forms are stamped with the statement that quality cannot be guaranteed under the present conditions of the raw material market, even with the most expensive lines of hats.

Teddy Bear Plush Cap with special patriotic red, white and blue lining. Shown by the Boston Cap Company, Montreal.

The manufacturers report that the inability to guarantee quality is largely the result of the greatly varying standard of the fur shipments as received at the factories.

Derbies to be High Priced.

Some report that if derby or stiff hat samples for 1918 were in, the travellers could go on the road. There is a very light demand for stiff hats, and the occasional orders are conceded to be merely for replenishing sizes. Advance information on the subject indicates that there will be nothing new in styles in this line. Prices on stiff hats are going to be exceptionally high, as compared with other lines, according to present information.

Factories are reported to be giving good deliveries on Fall goods and with shipments at present in transit, it is expected the season will pass off without much difficulty. The Canadian lines are all in, but considerable English goods has as yet to be delivered.

Some nice caps are being shown in samples just received. Fancy tweeds and silk finishes are especially popular. Prices on caps have increased slightly, but are still modest in comparison with other lines.

Big Panama Season Predicted.

Dealers predict a big season next year in the straw hat trade. Some new panama samples for next summer trade have arrived and indicate the expected popularity of the Baliluks and Bangkoks

of very light quality and fedora shapes. Some dealers hint that next year panamas will be worn in preference to boaters, owing to the greatly increased prices of the latter. Body hats are expected to continue favorite, and the elimination of soft braid hats is expected to be the most outstanding change in the situation for next season.

Sennit yacht hats and fancy rough braids will also figure largely in next summer's trade and the one best dimension for a stylish hat will be 3½ x 2¼. The yacht shape Panama will be a favourite with many men, and is being shown for next year in straight brim and pencil curl. Sash bands will be a feature of the body hat styles. Prices on straw hats are expected to increase steadily with continued difficulty in getting deliverey and maintained quality.

Prices Steadily Increasing on All Lines

The matter of prices is the only one on which any information or advice is forthcoming, and buyers are urged to base their calculations on the outlook for a steadily rising market. In view of the minimum advances which manufacturers have made to date, it is evident that it is impossible to reach any maximum price, for prices of materials and supplies are constantly keeping higher than prevailing prices on hats. There have been two increases recently in hat prices and manufacturers predict that increases of anywhere from 10 to 20 per cent. may be expected on all lines. Jobbers report that it is hard to do business under such circumstances, but they are advised to continue selling, even though they are unaware of what increased prices are prevailing.

Hat Bands Also More Expensive

Hat-band prices have increased accordingly and are reported yet to have considerable way to go. Hat-band manufacturers have been making quotations on the basis of the cost of raw silk and cotton to them at time of purchase without regard to current market quotations, and have, therefore, been carrying on manufacture at steadily increasing levels of cost, which have been far behind current prices for materials.

Raw silk prices are exceptionally high to-day for reasons similar to those applying to other lines, and there has been a big decrease in the supplies of Italian silks, owing to industrial conditions in Italy. Japan has been relied upon to a great extent and to further complicate the situation, word has been received that the spring crop of cocoons is short.

Fur Market in Serious Condition

In addition to the greatly varying quality of fur, as outlined in the foregoing, the market is in a serious condition, owing to its scarcity and inevitable high price; and the situation is expected to be even more acute when the manufacture of next summer's hats commences next winter. From this standpoint, considerable speculation attends the outlook for next spring trade. Practically all the fur used in the manufacture of hats in this country is imported from Australia, and recent developments there have rendered the market exceedingly indefinite. Stocks at present on hand will barely last until this fall, and with the Australian supply curtailed by many circumstances, among which is the large purchase by the British Government of Australian rabbits for meat supplies for the army, it is impossible to predict what the situation will be. Fur is usually purchased in Australia six months or a year in advance of the time it is to be used. The present stocks, which are reported to be greatly diminished, includes fur already purchased and on its way, or awaiting shipment. Since last April, practically no fur has been purchased and the situation is altogether dependent upon conditions arising from the war..

Increased freight rates, owing to the scarcity of carrying capacity, is responsible for an increased price of the finished article. This specially affects the fur stuation, for, as compared with a freight rate of 1½c. per lb. on rabbit skins prior to 1915, which equalled 4½c. per lb. for the finished fur, present rates are 6c. per lb., which represents 18c. to 20c. per lb. for the finished fur as used in hat manufacture. In the meantime, the hat and fur industry will be compelled to get along in the best possible manner under the circumstances until the return of a normal market, in which supply and transportation facilities are guaranteed.

LETTER FROM A MEN'S WEAR DEALER TO HIS SON

(Continued from page 64.)

models he said he couldn't tell them from linen. So I fitted him out, and while it's an awful lot to expect of any collar I guess they won't wilt.

The window trimming, since you went, is a pretty big burden. But it simply has to be looked after. Never saw a time when windows were so important. Here's the Burt foundry working a day and night shift on munitions, which of course means that the night shift men often come down town in the late afternoon. Then Wrights are working three eight hour shifts. That means men on the street going to and from work as well as men taking their hour or two of recreation down town. All these men are buyers, for they have the money. I sell them a lot—not only working clothes, but underwear, shirts, ties, suits of clothes.

The clothing proposition is worrying me less and less. It sure is necessary to get a high price—especially for special measure suits. But there's a lot less difficulty than you might think. Some of the middle aged men, whom I have been going after fairly hard, were sceptical about fit, etc. When first I talked to them about special measure suits. Those who have bought, however, and you know from my last letter how large the number is, have seen for themselves that the fit, and workmanship is right—in the line we carry anyway. So they're willing to pay more for their suits now. I sold a good many at $40.00 this summer.

And Palm Beaches—I didn't think, until last Summer, that those suits would ever go in a 5,000 town like this. But we live to learn. I bought 3 dozen. They were all gone by the end of June and now I'm waiting for my repeat order of 3 doz. to arrive. Why the Summer people's trade hasn't commenced yet and I'm sold out.

This class of suit begins to look like a fine Mid-Summer Sales booster to me. The middle aged men, as well as the young, take to it. Why shouldn't they?

You may wonder, after what I've formerly said about the cold weather, why people want to be kept cool. Well I wonder too. Still, some of the days are warm—though it's always cold enough for sweater coats in the evening, thus helping us get sales in that line—and I guess we can all count on hot weather before August is very old. Any way, as I've said, these light Summer suits have certainly moved.

But I've got to write for some more collars—selling at 3 for 50c. now by the way—so I'll close. Take care of yourself, son. Your mother will have given all the home news, which of course is the most important news, but I'm glad you're still interested in the business.

Your Affectionate
DAD.

An Attractive Trim

EVERY man should know his own customers. If—knowing these—you are assured that little demand exists for dress clothing, then there is little use displaying such lines.

It is a fact that some dealers sell little of this class of clothing, yet display it. By this, they feel, they put themselves on record as knowing "What's what." The effect on the mind of their customers is, they believe, sufficient to justify a use of valuable windows for such displays.

There is something in this. Yet window space is very valuable. Probably it should be kept exclusively for the display of lines which can be sold largely.

In many districts there will be a good call for dress clothing this Fall. In such districts trims based on the one here illustrated might well be made.

COLLARS & SHIRTS

SHIRTS FOR SPRING SHOW 30 P.C. ADVANCE

Reasons for This Given—Quality to be Higher Than Ever — Fear of Even Greater Difficulties in Securing Supplies—Cotton Crop Good, Yet Cotton Cloths Hard to Get.

FOR spring 1918 comes the biggest advance in shirt prices yet recorded. All prices have not yet been definitely fixed, but enough to justify the above statement is known. The old $9 values will be sold to the trade at $12, sometimes at $13.50. There will be practically no colored shirts sold below the $12 price.

It is no wonder that advances, which are roughly estimated at 30%, are being made. Everything is tending to this end. Indeed, so hopeless are manufacturers of any downward movement that many are attempting now to cover not only for Fall 1918, but for Spring 1919. A good many orders for Spring 1919 have already been sent to the mills.

The Definite Reasons

What is causing the advances?

Dealers are getting "fed up" on blaming everything on the war. Many want details so as to be able to properly explain the why of prices to the inquisitive customer. Well the reasons are hard to give—not because they are hard to find, but because so many reasons are found.

Forgetting for the moment, all about the advance in cotton, let us consider very briefly some other advances—each trifling in itself perhaps, but all tending to shove upward, ever upward, the price of shirts.

Threads, buttons, boxes all cost more. Boxing alone now costs an additional 15c per dozen. Pins too are higher; and interlining—why it has advanced practically 100%. Labor, of course is also high. So too is coal—higher this year than last for many manufacturers.

So it goes.

But in the cotton, of course, is the big cause of the rise in shirts.

One Phenomenal Jump

From Kitchener a manufacturer asked a quotation on a certain grade of white cotton which he had—in the past—bought for 8c. Back came a wire quoting 17½c. The rise, with duty considered, meant an advance of 140%. It was unbelievable. The manufacturer felt a mistake had been made in transmitting the message, but having it repeated the price of 17½ was established.

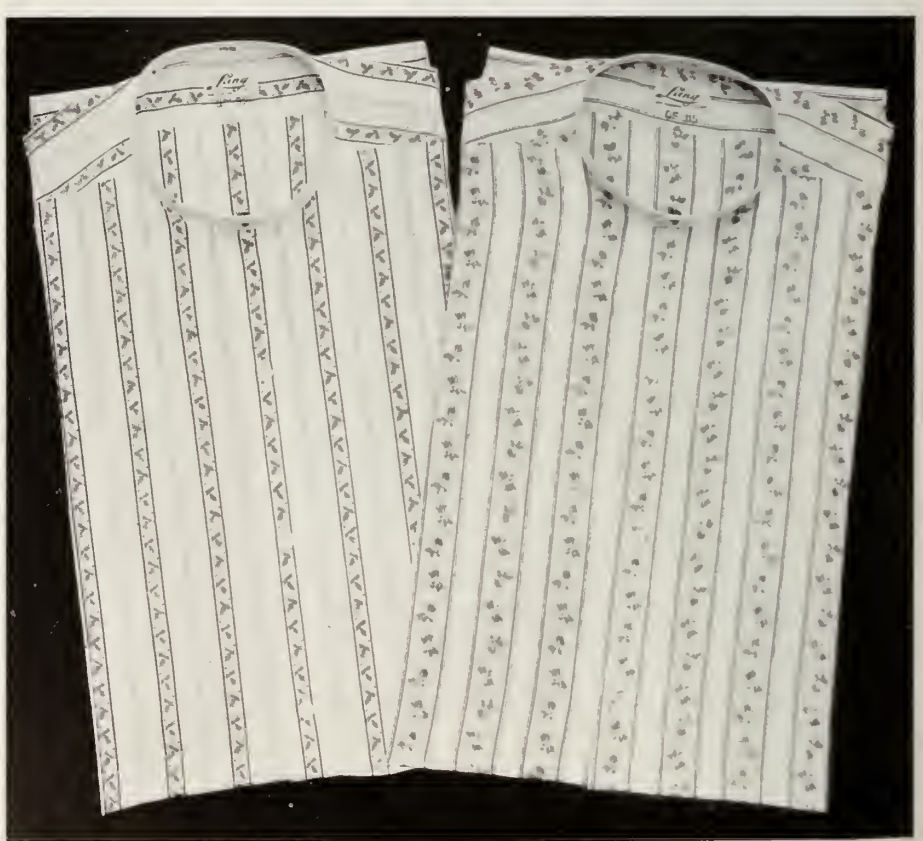
Cotton Crop Good

The cotton crop, about which the bulls and the bears have been sending out almost daily rumors, now seems likely to be good—better than average at least.

The United States administration, moreover, has taken steps to see that none of this gets to Germany. The rumor has been that the South—the great Democratic stronghold—had used influence on the Democratic Administration to secure practically unrestricted shipment of cotton—the south's great source of revenue—to those neutral contries which could resell to Germany. There probably never was anything in this, but certainly the new regulation will prevent Holland, Denmark, Sweden getting more than they need.

Stringency To Become Greater

It would seem, therefore, that cotton supplies would be adequate. Yet signs are not lacking which point to a greater stringency than ever. Interlining, for instance, has been available for spot delivery. Now manufacturers are finding themselves called upon to wait six weeks or more—not a serious matter in itself, but a straw—a healthy sized straw—in-



Two Spring Models from the range of The Lang Shirt Company.

dicating the wind of generally delayed deliveries.

The truth seems to be that in the States, and in Allied countries, the demand for cotton is so great that Canadians cannot expect easy deliveries.

Quality Is Very High

While prices for Spring are higher, so unquestionably is quality. This is not a contradictory statement. Manufacturers are simply not trying very hard to make the cheapest shirt possible. The aim, rather, is to make the most satisfactory shirt. Says one:

"So far as prices are concerned, they will show considerable advance as against those of spring, 1917, and the prices will not only be higher, but the qualities the highest grades which have ever been shown to the trade, as the demand is for better class goods to retail at $2.00, $3.00, $4.00 and $5.00, and in silks up to $8.00 and $10.00 each."

This seems a general tendency. One, moreover, which meets the wishes of the trade, which doubtless was thoroughly canvassed before such a policy was adopted.

CHANGE IN TARIFF REGULATIONS HAS STEADYING EFFECT ON PRICES

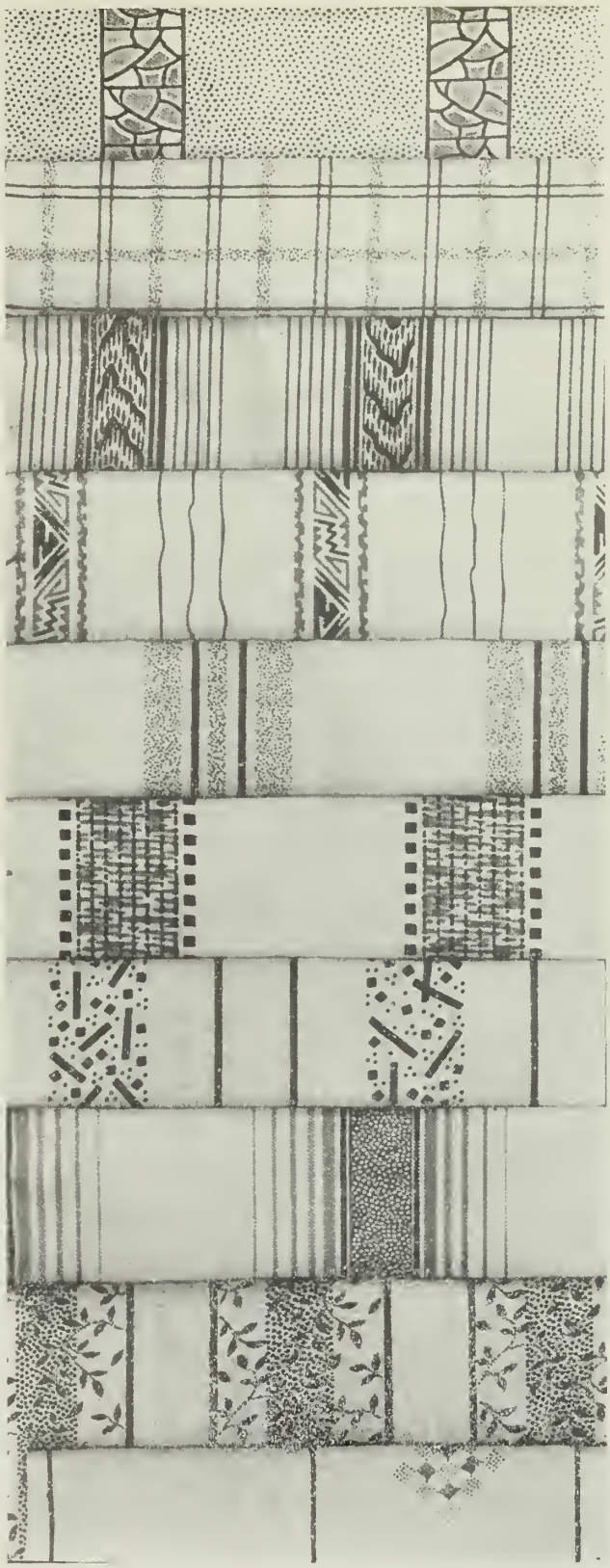
IN the rather depressing situation as regards shirt prices there is one ray of comfort, resulting from the change in the customs regulation as reported in MEN'S WEAR REVIEW August issue. This change, which provides that Canadians purchasing in the United States will not be required to pay duty on any advance in value, over 25%, taking place in the goods since the time they were bought—providing delivery is made within nine months of the purchase. It means that shirt manufacturers can figure with a definiteness in fixing spring prices which, without this regulation would be impossible.

Take a case in point to indicate the trouble this regulation saves—and the slight steadying influence it has on prices.

One manufacturer bought on April 1 goods of which he has just received delivery. and on which he has paid duty. One line had advanced in price 30%, another 35%, another 43%, still another only 11½%; another 29% and yet another 15%—the biggest percentage increase, of course, being for the cheaper lines.

Now without the new ruling the manufacturer would not have known what figure he would have to pay duty. Would it be at the 11½c, for which he bought a cheap line, or at 15c to which the line advanced before he received it? Or would the line advance to 17c before he received delivery, so that, while he got the goods at the contract price of 11½c he would pay duty of 40% on 17c?

Now there is no such uncertainty. A manufacturer buys at say 11½c and knows that he will pay duty on no more than a 25% advance or on 14⅜c. There is a chance—a very small chance indeed —that the price will not rise 25%, but the figuring on a safe basis is possible.

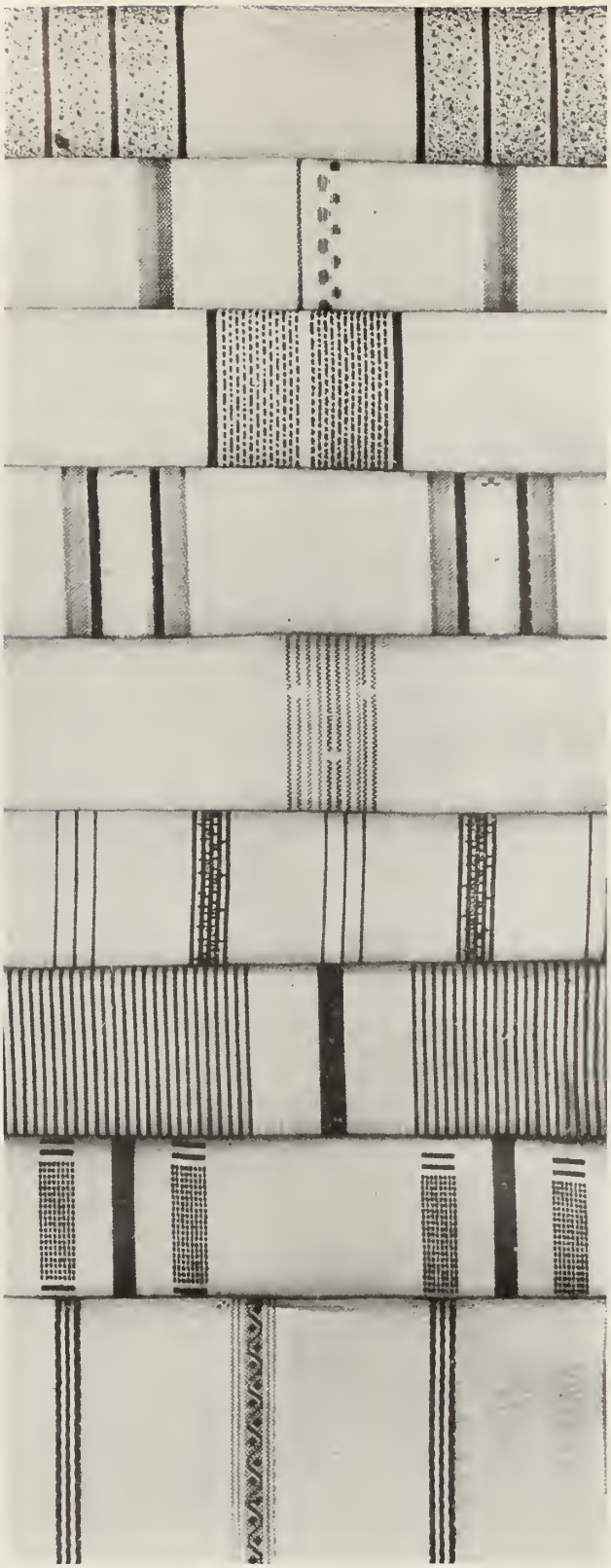


A few of the distinctive Spring patterns being shown by The John Forsyth Company.

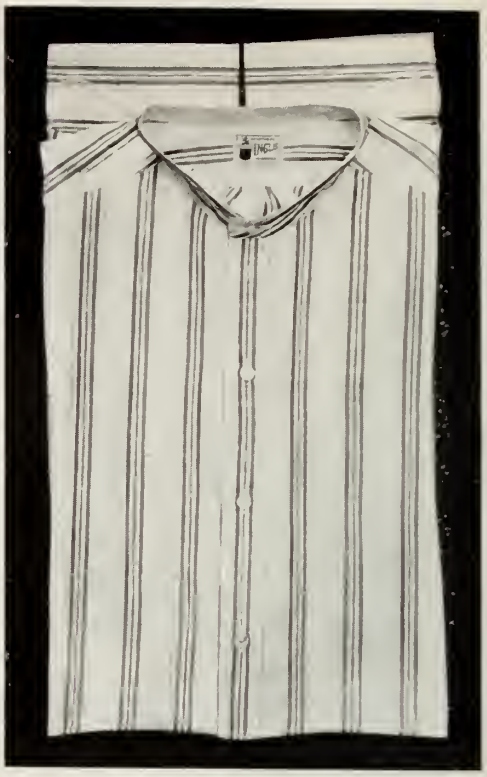
Says one manufacturer in regard to this new regulation:

"In regard to change in customs regulations, this is of advantage to us, as the materials required for shirts in demand at the present time are practically all imported, and our collar materials are, imported direct from the United States. Naturally, such a reduction is of benefit to us.

Says another manufacturer: "You are quite right in saying that we have to pay a duty of not more than 25% advance over the contract price. This ap-



Some of the Spring shirtings from the range of The Williams, Greene & Rome Company. Even with the loss due to absence of color the attractiveness of pattern is very evident.



A Japanese Habitue Silk Shirt. Made by R. J. Ingles, Ltd.

plies only, however, in a case where the cloth is shipped within six months of taking the order and as the mills are very much behind with their deliveries, there will be many cases where the material will be shipped long after this period of time has expired. This, in any event, would only refer to a small portion of shipments which we receive from our mills—very few orders are wanted within six months of placing the order, and contracts for large quantities of cloth are placed sometimes twelve months ahead of delivery.

This manufacturer made a slip in saying the regulation applies only to goods shipped within six months. It applies to goods shipped within nine months, so conditions are a little better than he indicates. Nevertheless, there is room for further improvement as he pointed out. The clause requiring duty to be paid on price increases effected in the country of origin after the order was placed is aimed simply to prevent dumping. It should be enforced to best carry out its intention, not to hurry cutters up and indirectly merchants, and an extension of the time limit from nine months to one year would be a step in the right direction.

WIDER RANGE OF BOYS' SHIRTS AND BLOUSES

ANY tendency there has been to overlook the boy, in past years, is disappearing. Many dealers are installing special boys' department — going after his trade aggressively for its present worth and deferred value. This of course has led to a bigger call for boys' shirts and boys' blouses—so that these lines for Spring 1918, are receiving more attention from manufacturers.

The old idea was that boys washed a blouse or shirt for 50c—or that their mothers only wanted to pay that much for the garment. Dealers won't be able to sell a respectable blouse for any such figure. They will have to get 75c, $1 and $1.50, with emphasis on the last two prices. From the experience in other lines and remembering the earning power of the boy, it doesn't seem there will be much trouble getting such prices for the boys' shirt, or for the larger sized blouses either.

NECKWEAR

FALL, CHRISTMAS, AND SPRING NECKWEAR IDEAS

Never Were Pattern Ranges More Elaborate or More Attractive—The Patriotic Spirit is Apparent in Subtle Manner—Even the Battle-front Provides Suggestions—Prices of New Neckwear Not to be Prohibitive.

AUTUMN leaves, holly pattern boxes, and the brilliance of new gay greens in lightest of shades—all three are suggested by a talk with the men most concerned with the outlook for neckwear in its seasons at the present time. Fall, Christmas and Spring crowd one another for the place of prominence. Somehow the "Season of mists and mellow fruitfulness" insists on being taken up first, and with the thought of the Fall comes the music of the poet's lines:

"The trumpet call of prophecy—O wind,
if Winter come, can
Spring be far behind?"

For with the Fall comes word of Winter, and the designers of men's neckwear for the moon of the painted leaves are already busy with their Christmas and their Spring ideas.

Autumn Leaf Effects

For the Fall of 1918 Autumn leaf effects are certainly going to be seen. They are coming in printed broche failles, beautiful fabrics for their color effects, which will naturally be subdued, though full of the warm glow of the season they represent, and for which they are so eminently well suited. The designs have a certain patriotic appeal also, for the leaves are remarkably like Canada's own maple leaves. It is not at all hard to imagine these Autumn leaf ties making a strong appeal on account of this suggestion of the emblematic about them in this time of turmoil when the love of country comes uppermost in many men's minds. All the familiar Fall colorings will be found in these patterns, but principally the golden browns, reds, and bronze greens of Autumn.

Auld Scotia's Thistle

On the lines of patriotic suggestion in the patterning of a new neckwear fabric, the thistle motif discovered in one manufacturer's very latest lines of new fabrics may be mentioned. It is doubtful if the tie designer responsible for the pattern was thinking of making an appeal to the Caledonian strain in the prospective customer for these ties, but the Scotch thistle is there all the same. No doubt a dandelion leaf looks very like a thistle leaf in fabric design, and no doubt a dandelion leaf would have done, but a dandelion top is not like a thistle head, and this particular design is real Scotch thistle. For gift giving time it may well become popular in Canada, where the Food Controller's dictates re oatmeal as a foodstuff carry no gastronomical terrors, but are rather taken as proof positive as to the super-excellence of "Auld Land" fare. Those thistle ties in holly leaved boxes will go as gifts for sure. They are amongst the lines that retail at from 75 cents to a dollar each, not costly, but attractive.

One of the printed Faille Mufflers, which, because of their beauty and softness, are proving very popular. Shown by William Milne.

Chrysanthemum Beauties

Is not November's own particular flower the chrysanthemum? And is there not something almost patriotic about the chrysanthemum also since it is the floral emblem of one of our Allies in the great war? Well, there will be also chrysanthemum pattern ties, very fine rich patternings they are. Their colors will glow up rich yellow, ruddy orange and old gold, with soft shadowy bronze greens in association as background or relief. These ideas are realized for the tie trade in Jacquard two-shuttle work with satin float, and many very rich and subtle effects in this style of work will be shown in the Fall, Winter and Spring range of neckwear.

Ombres are coming forward strongly also for the Fall. These will be shown

in abundant variety, both of color and pattern. There is always a good demand for ombre ties in the Fall and Winter

A Broche Faille. Shown by The Crescent Mfg Co.

seasons. The printed broche failles (amongst which was found our friend the Scottish emblem) are coming forward strongly for Fall trade in various conventional flower designs. Trees and flowers figure in some designs worked with the satin float. Then there are the patterns in which the leaf part is worked in the weave and the flowers are printed. These are very good designs, rich and attractive, and will be included in the lines to sell to the trade at from $5.50 to $6 per dozen.

Printed Mogadores are to be popular. One here shown from The Crescent Manufacturing Company's range.

Liberty Stripes Go Strong

Still that insistent note of patriotism! Across the border they have been having Liberty loans and doing all sorts of great national affairs in the great spirit of liberty. Incidentally Liberty stripes have been very extensively worn in ties over there, and the fashion has caught on quite a little in the Canadian field. Liberty stripes will be shown in the Fall range of ties, and may, owing to their general popularity, carry on until Christmas or even Spring.

Another good design is found in the crossbar Lance. These are certain to be shown in very great variety. Cross bars on the bias will be quite popular, and plenty of them are being already offered. But a clever departure will be

Reversible muffler of Paisley Oriental design with rich fringe—an American Tubular Variety. Shown by the Niagara Neckwear Company.

found in the crossbar that comes with a pattern run through it. One is shown with a suggestion of the Paisley or Oriental idea about the motif used to break in on the crossbars. Lance effects are going to be strong in both Fall and Spring designs for the 1917-18 seasons now under consideration.

Big Patterns Still in Vogue

There is no sign of any abandonment of the large bold pattern for the latest styles of ties. Indeed some of the biggest patterns ever woven in the silks are going to be used this season. One flower to a tie will not be unusual. These effects in fine printed failles are likely to be found in the Spring showings. The tendency in patterns and colorings will be towards the lighter effect for Spring. Printed warps in big bold effects will be shown plentifully. Whole ranges of absolutely new patterns embodying many quaint and clever devices may be expected in these lines. Two shuttle weaves with crossbars and warp stripes both may be expected also. There will be more mogador stripes for Spring. These have shown a decided tendency to return strongly.

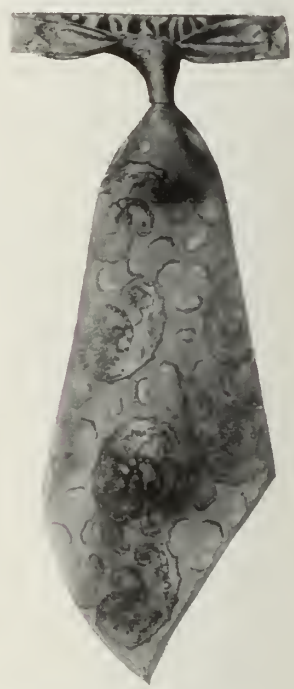
Washable Ties as Shirtings

In Spring, 1918, there will be seen in the showings of manufacturers and the advanced retail trade of the great cities lines of washable goods on the tie counters made of attractive materials, the same as the shirtings with which men's taste has grown of late familiar. The bold stripes and color effects will have play in silk neckwear.

Cotton is getting to be a costly material, but cotton tubular ties will be shown, a small size to retail at 25c, a larger at 50c probably. New bright clean patterns will be the rule for Spring showings. Panels and figures will be frequent. The wash silk ties will have their bold stripes cut on the bias, and also in panel effect.

Batwings Ever Popular

More than ever it is apparent that the batwing tie is here to have a long and



A large Paisley pattern shown in variety of colors by Tooke Bros., Ltd.

most effective vogue. In nearly all the suitable designs of the newest fabrics batwings will be fashioned, and the smaller patterns in rich dark styles will form exceedingly handsome ties. But there will be many a gay and brilliant batwing for the eyes of youth to delight in.

The style is taking strong hold of masculine taste. Batwings are brisk and spruce in appearance, give that air of alertness which modern efficiency must have, and they are certainly going to be in evidence in Spring 1918 as in Fall and

This Novel Seal Means Quick Sales!

Here's a new wrinkle that speeds up sales of the well-known

KING "STAY-IN-SHAPE" PATENTED CRAVATS

Attached to the end of every KING "STAY-IN-SHAPE" cravat, there will now be found a striking, red seal.

This flashes a *selling message* in your customers' eye, just as quick as *you've* caught it in this picture.

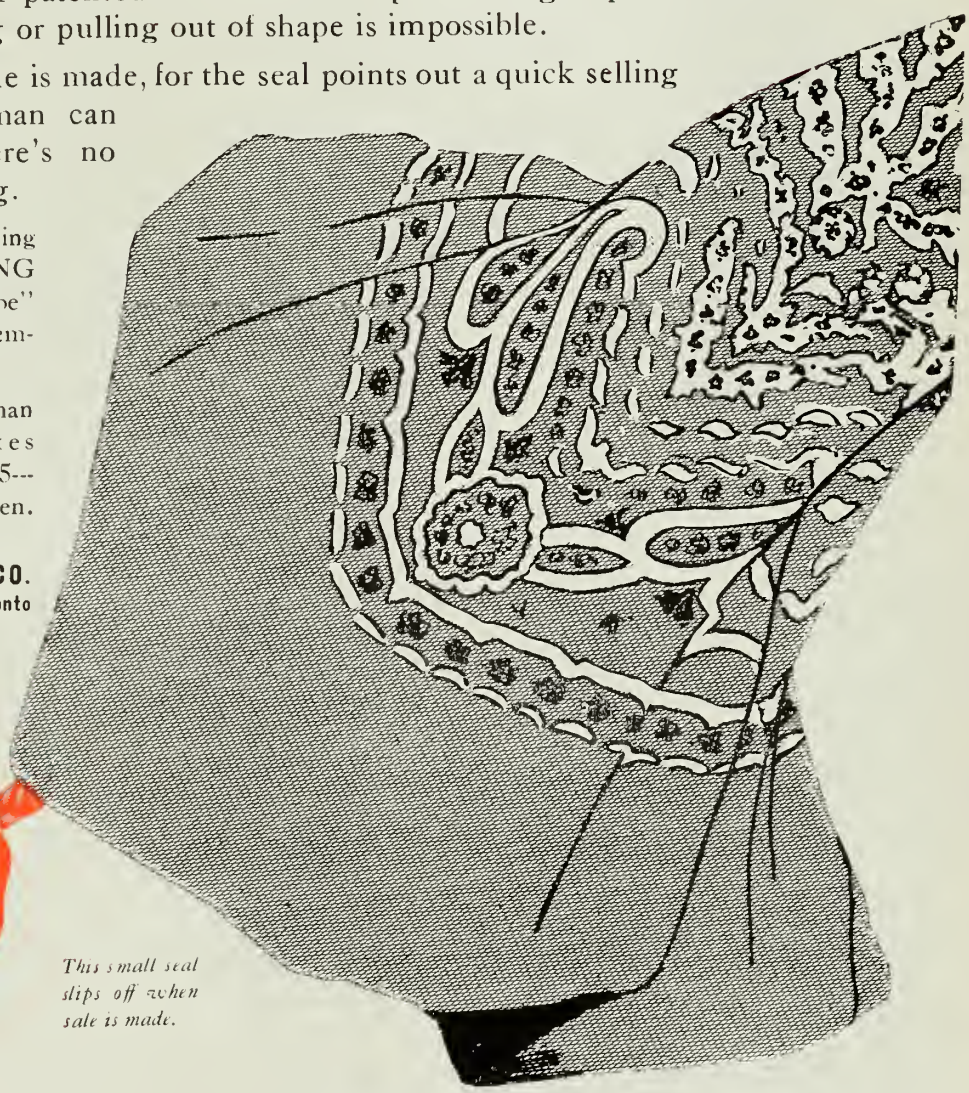
It's novel! Is's different! He reads it—turns over the back of tie to see the two rows of patented stitches that keep the lining in place so that ripping, twisting or pulling out of shape is impossible.

And, Presto!—the sale is made, for the seal points out a quick selling argument that no man can pass up—and there's no time lost explaining.

Hitch up to this new selling scheme and watch KING "Stay-in-Shape" Cravats sell themselves.

Cost no more than ordinary makes ---$4.15---$5.35---$7.35 per dozen.

THE KING NECKWEAR CO.
468 King W., Toronto



This small seal slips off when sale is made.

Winter 1917. With the vogue for the soft collar, the batwing tie has a very firmly established place. Some men are taking to them almost entirely, and manufacturers are out to fill the demand.

Christmas Boxed Ties

Coming back to Christmas and its special trade needs, the question of gift ties and boxes interests. While many manufacturers are still ready to meet the call for ties to order, specially boxed for gift counter purposes, there is more and more the tendency on the part of the retailer in the men's wear line to do the boxing of the ties for gifts himself. Boxes are being supplied at a dollar a dozen, in simple style to suit the average taste, and more costly containers can always be secured at will. The customer has the run of the store's whole tie stock to select from as a gift, and the selection

One of Tooke Bros. new Fall Ties—the ground work in gray with blue stripe.

made is then boxed and made more than ever attractive for the benefit of the recipient. In neckwear for the Christmas trade the range of choice to be offered in high and medium-priced offering is impossible, but along lines already indicated there will be found perhaps the most widely representative display of designers' craft ever brought before the trade. The war has not tended at all to restrain the exuberance of human artistry on the North American Continent: indeed, it seems to have developed it to the full.

An Absolute War Influence

In proof that the war has had a most direct influence on the design of fabrics for the manufacture of ties, there may be cited the matter of the aeroplane pattern, more properly now the airplane pattern. This design shows a shadowy aircraft flitting through the brighter foliage design, just as if the 'plane were

A real black brocaded ground with Paisley stripe. The bias stripe shown in 6 different colors. A Niagara Neckwear offering.

passing overhead and visible through trees. The design is strongly reminiscent of recent war photographs of airplanes going into action above London, England, against enemy invaders, or over the battle lines in France. This tie design, while amongst the novelties, pure and simple is very likely to have vogue over a considerable stretch of the Dominion. The patriotic influence again! You can't lose that in Canada.

As Regards Prices

Cost of materials for the manufacture of ties has been on the uptrend as usual

A crystal weave novelty shown by The King Neckwear Company.

in these days. Nothing escapes the attention of old H.C. of L., not even neckwear fabrics. But it is reassuring to learn on good authority that the most tremendous advance the tie trade has had to face was the jump from $4.50 to $5.50 a dozen this year. There is no such advance in sight for the Fall of 1918 for Christmas trade goods, or it is confidently hoped for Spring goods in this line. The cheaper fabrics suffered most in the matter of advances. It has always been possible to get good material for the manufacture of ties at prices not so very much advanced over the former scales, and the worth has been in the good material so that customers, though asked to pay a little more, have learned the

A Novelty Tie. Shown by Tooke Bros.

value of the better goods. The $5.50 and $6 tie will be the popular buy for the seasons to which we are looking forward, and there will be plenty of choice in the higher-priced lines for special purposes, such as Christmas gift lines, etc. As for designs, as has been pointed out, they range from the peacock's wing to the plain self color, and go through flower garden and battlefield on the way.

TRADE NOTES

Jos. Cavill, men's furnishings dealer of Chesley, Ont., has sold out to Rose & Warmington.

Independent Hat Company of Montreal, Que., has dissolved.

RAILROAD SIGNAL

UNION MADE

"THE RIGHT OF WAY TO COMFORT"

This is the assurance given your customers when you supply them with

KITCHEN'S "RAILROAD SIGNAL" OVERALLS AND SHIRTS

MANUFACTURED BY

THE KITCHEN OVERALL & SHIRT COMPANY, LIMITED

FACTORY AND HEAD OFFICE
BRANTFORD

BRANCH SALES OFFICE
279 College Street, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

"WHERE-TO-BUY" DIRECTORY

APRONS
American Pad & Textile Co., Chatham.
J. A. Haugh, Toronto.
Hamilton Carhartt Cotton Mills, Toronto.
Kitchen Shirt & Overall Co., Brantford.
Larned Carter, Sarnia.
H. S. Peters, Welland.

ARM BANDS
Dominion Suspender Co., Niagara Falls.
King Suspender Co., Toronto.

AUTOMOBILE GAUNTLETS
Dent, Allcroft & Co., Montreal.
Hamilton Carhartt Cotton Mills, Toronto.
Hudson Bay Knitting Co., Montreal.

ARTIFICIAL FLOWERS
Dale Wax Figure Co., Ltd., Toronto.

BATHING SUITS, Men's and Boys'
The Monarch Knitting Co., Dunnville.

BATH ROBES
Dufferin Shirt Co., Toronto.
Alphonse Racine, Montreal.

BOYS' BLOUSES
Crescent Mfg. Co., Ltd., Montreal.
The Jackson Mfg. Co., Clinton, Ont.
The Williams, Greene & Rome Co., Kitchener.
The Lang Shirt Co., Kitchener.

BOYS' BLOOMERS
Walter Blue & Co., Sherbrooke, Que.
Coppley, Noyes & Randall, Hamilton.
Davis Bros., Hamilton.
B. Gardner & Co., Montreal.
J. A. Haugh Mfg. Co., Toronto.
Helleur, Gariepy & Broderick, Montreal.
W. J. Keens Co., Ltd., Toronto.
Miller Mfg. Co., Toronto.
McAlpine, Richardson & Co., Toronto.
John W. Peck & Co., Montreal.
Alphonse Racine, Montreal.
The Jackson Mfg. Co., Ltd., Clinton.
National Pant Co., Montreal.

CAPS, Men's, Boys' and Children's
Ansley Dineen, Toronto.
Boston Cap Co., Montreal.
Buckley Drouin Co., Montreal.
L. Gnaedinger Son & Co., Montreal.
John W. Peck & Co., Montreal.

COLLARS AND CUFFS, Linen
Cluett, Peabody & Co., Inc., Troy, N.Y.
Alphonse Racine, Montreal.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.

COMPOSITION COLLARS
Arlington Co. of Canada, Toronto.
Parsons & Parsons Canadian Co., Hamilton.

CLOTHING, Boys'
Bannockburn Clothing Co., Montreal.
Walter Blue & Co., Sherbrooke, Que.
Coppley, Noyes & Randall, Hamilton.
Freedman & Co., Montreal.
B. Gardner & Co., Montreal.
Helleur Gariepy & Broderick, Montreal.
The Jackson Mfg. Co., Ltd., Clinton.
W. J. Keens Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
McAlpine Richardson, Toronto.
Union Clothing Co., Montreal.
Wearbest Clothing Mfg. Co., Montreal.

CLOTHING, Men's
Walter Blue & Co., Sherbrooke, Que.
Bannockburn Clothing Co., Montreal.
College Brand Clothes Co., Ltd., Montreal.
Coppley, Noyes & Randall, Hamilton.
Fashion Craft Manfrs. Ltd., Montreal.
Freedman & Co., Montreal.
B. Gardner & Co., Montreal.
E. G. Hachborn & Co., Toronto.
Helleur Gariepy & Broderick, Montreal.
W. J. Keens Co., Ltd., Toronto.
Wm. Leishman & Co., Ltd., Toronto.
Miller Mfg. Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
Randall & Johnston, Toronto.
E. A. Small, Montreal.
Union Clothing Co., Montreal.
Wearbest Clothing Mfg. Co., Montreal.

CLOTHING, Special Measure
Bannockburn Clothing Co., Montreal.
Walter Blue & Co., Sherbrooke, Que.
Coppley, Noyes & Randall, Hamilton.
Fashion Craft Manfrs. Ltd., Montreal.
Freedman & Co., Montreal.
B. Gardner & Co., Montreal.
Wm. Leishman & Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
Randall & Johnston, Toronto.
E. A. Small, Montreal.
Union Clothing Co., Montreal.
Wearbest Clothing Mfg. Co., Montreal.

CLOTHING, Summer and Specialty
Bannockburn Clothing Co., Montreal.
Fashion Craft Manfrs. Ltd., Montreal.
J. A. Haugh Mfg. Co., Toronto.
Helleur, Gariepy & Broderick, Montreal.
Wm. H. Leishman, Toronto.
Miller Mfg. Co., Ltd., Toronto.
Wreyford & Co., Toronto.

CLOTHING, Young Men's
Walter Blue & Co., Sherbrooke, Que.
College Brand Clothes Co., Ltd., Montreal.
Coppley, Noyes & Randall, Hamilton.
Fashion Craft Manfrs. Ltd., Montreal.
Freedman & Co., Montreal.
B. Gardner & Co., Montreal.
Helleur Gariepy & Broderick, Montreal.
W. J. Keens Co., Ltd., Toronto.
Wm. Leishman & Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
Randall & Johnston, Toronto.
E. A. Small, Montreal.
Union Clothing Co., Montreal.
Wearbest Clothing Mfg. Co., Montreal.

FABRICS FOR OVERALLS AND JUMPERS
J. L. Stiffel & Sons, Wheeling, W. Va.

FABRICS FOR SUMMER CLOTHING
The Palm Beach Mills, New York.

FURS
Buckley, Drouin & Co., Montreal.

GARTERS
Dominion Suspender Co., Niagara Falls.
King Suspender Co., Toronto.

GLOVES
Dent, Allcroft & Co., Montreal.
Hamilton Carhartt Cotton Mills, Toronto.
Hudson Bay Knitting Co., Montreal.

GLOVES AND MITTS, Heavy Workingmen's
American Pad & Textile Co., Chatham.
Hamilton Carhartt Cotton Mills, Toronto.
Hudson Bay Knitting Co., Montreal.

GLOVES, Kid
Dent, Allcroft & Co., Montreal.
Hudson Bay Knitting Co., Montreal.

GLOVES, Leather, Lined and Unlined
Dent, Allcroft & Co., Montreal.
Hudson Bay Knitting Co., Montreal.

GLOVES, Fabric
Dent, Allcroft & Co., Montreal.
Hudson Bay Knitting Co., Montreal.

GLOVES AND MITTS, Woollen
R. M. Ballantyne, Stratford.
Dent, Allcroft & Co., Montreal.
Hudson Bay Knitting Co., Montreal.
Monarch Knitting Co., Ltd., Dunnville.
Alphonse Racine, Montreal.
Wreyford & Co., Toronto.

HANDKERCHIEFS
Cluett, Peabody & Co., Inc., Troy, N.Y.
Alphonse Racine, Montreal.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.

HATS, Felt
Boston Cap Co., Montreal.
Ansley Dineen Co., Ltd., Toronto.
Buckley, Drouin & Co., Montreal.
L. Gnaedinger Sons & Co., Montreal.
Mayhew Hats, Ltd., Niagara Falls.
Wolthausen Hat Corp., Brockville.
John W. Peck & Co., Montreal.

HAT WIPERS
Complimentary Advertising Articles, Montreal.

HOSIERY, BOYS
Kingston Hosiery Co., Kingston.
Monarch Knitting Co., Dunnville.
Racine, Alphonse, Montreal.
Wreyford & Co., Toronto.

HOSIERY, Men's
R. M. Ballantyne, Stratford.
Craftana, London, Eng.
Kingston Hosiery Co., Ltd., Kingston.
The Monarch Knitting Co., Dunnville.
Alphonse Racine, Montreal.
Wreyford & Co., Toronto.

MACKINAW OR SPORT COATS
R. M. Ballantyne, Stratford, Ont.
Buckley, Drouin & Co., Montreal.
Coppley, Noyes & Randall, Hamilton.
Hudson Bay Knitting Co., Montreal.

MILITARY TAILORS
R. J. Inglis, Montreal and Winnipeg.
Wm. H. Leishman, Toronto.
Miller Mfg. Co., Ltd., Toronto.

MUNITION COATS
Hamilton Carhartt Cotton Mills, Toronto.
J. A. Haugh Mfg. Co., Toronto.
Kitchen Overall & Shirt Co., Brantford.
Larned, Carter & Co., Sarnia.
H. S. Peters, Limited, Welland.

MEN'S TROUSERS
Bannockburn Clothing Co., Montreal.
Walter Blue & Co., Sherbrooke.
Coppley, Noyes & Randall, Hamilton.
Davis Brothers, Hamilton.
B. Gardner & Co., Montreal.
Hamilton Carhartt Cotton Mills, Toronto.
Helleur, Gariepy & Broderick, Montreal.
J. A. Haugh Manfg. Co., Toronto.
W. J. Keens Co., Ltd., Toronto.
Larned, Carter, Sarnia.
Miller Mfg. Co., Ltd., Toronto.
National Pants Co., Montreal.
John W. Peck & Co., Montreal.
H. S. Peters, Limited, Welland.
Alphonse Racine, Montreal.
Randall & Johnston, Toronto.
Wearbest Clothing Mfg. Co., Montreal.

MOCCASINS
Hudson Bay Knitting Co., Montreal.

MILITARY SUPPLIES
J. R. Gaunt & Son, Montreal.
Miller Manfg. Co., Ltd., Toronto.
Wreyford & Co., Toronto.

MONOGRAMS
J. & J. Cash Co., South Norwalk, Conn.

MUFFLERS
R. M. Ballantyne, Stratford.
Crescent Mfg. Co., Montreal.
King Neckwear Co., Toronto.
Wm. Milne, Toronto.
Monarch Knitting Co., Ltd., Dunnville.
Niagara Neckwear Co., Niagara Falls.
Alphonse Racine, Montreal.
Tooke Bros., Ltd., Montreal.
Wreyford & Co., Toronto.

NECKWEAR
J. & J. Cash, South Norwalk, Conn.
Crescent Manfg. Co., Ltd., Montreal.
John Forsyth & Co., Kitchener.
King Neckwear Co., Toronto.
Wm. Milne & Co., Toronto.
Niagara Neckwear Co., Niagara Falls.
Tooke Brothers, Montreal.
Wreyford & Co., Toronto.

The Businessman's Mind

BANKERS are supposed to have a particular character of mind; Lawyers and Doctors likewise; Teachers also. These minds have both narrowness and breadth. They see widely and deeply in their own realms, and narrowly and sometimes shallowly in regard to matters outside their particular worlds. At least, this is the common supposition.

THE Businessman — What should be the character of this mind? — What is the mind of the Manufacturer, the Wholesaler, the Retailer? Certainly the Businessman's mind should be broad. It should be something of the Banker's, something of the Financier's, something of the Statesman's. The Businessman should see broadly. The horizon of interest and of inquiry for him should be a far one.

The happy thing about it is that the business man—manufacturer, jobber, retailer—can have the far outlook—this by the reading each week of a newspaper with a far outlook—

The Financial Post
OF CANADA

This is a business man's paper—it is a paper for bankers, for investors, for trustees, for financial men. But it is also a newspaper for **merchants,** very much so.

Merchants need to know markets and market tendencies and market factors. They need to know conditions, local and remote. They need information to buy right and to sell safely.

And the knowledge they need they can have for the insignificant sum of $3 annually.

THE FINANCIAL POST is a most readable paper—positively enjoyable to the layman reader. It makes any man broader minded, and every business man a better business man. Growth in bigness at $3.00 a year!

Send for free sample copy to the Publishers, or sign and mail attached coupon.

THE FINANCIAL POST OF CANADA 1917
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit $3.00 to pay for my subscription on receipt of bill.

Name.....

Address .....

"WHERE-TO-BUY" DIRECTORY

NIGHT ROBES

Cluett, Peabody & Co., Inc., Troy, N.Y.
Deacon Shirt Co., Belleville.
Dufferin Shirt Co., Toronto.
Lang Shirt Co., Kitchener, Ont.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.

OVERCOATS

Walter Blue & Co., Sherbrooke, Que.
College Brand Clothes Co., Ltd., Montreal.
Coppley, Noyes & Randall, Hamilton.
Fashion Craft Manfs., Ltd., Montreal.
Freedman & Co., Montreal.
B. Gardner & Co., Montreal.
Helleur, Garievy & Broderick, Montreal.
W. J. Keens Co., Ltd., Toronto.
Wm. Leishman & Co., Ltd., Toronto.
McAlpine, Richardson, Toronto.
Miller Mfg. Co., Ltd., Toronto.
John W. Peck & Co., Ltd., Montreal.
Randall & Johnston, Toronto.
E. A. Small, Montreal.
Union Clothing Co., Montreal.
Wearbest Clothing Mfg. Co., Montreal.

OVERALLS AND SMOCKS

Hamilton Carhartt Cotton Mills, Toronto.
J. A. Haugh Manfg. Co., Toronto.
Kitchen Overall & Shirt Co., Brantford.
Larned, Carter, Sarnia.
H. S. Peters, Limited, Welland.
Alphonse Racine, Montreal.

OVERALLS AND ROMPERS, Boys'

Jackson Manfg. Co., Clinton.

PANAMA HATS, Ladies' and Men's

Ansley Dineen Co., Ltd., Toronto.
Buckley-Drouin, Montreal.

PYJAMAS

Cluett, Peabody & Co., Inc., Troy, N.Y.
Deacon Shirt Co., Belleville.
Dufferin Shirt Co., Toronto.
Lang Shirt Co., Kitchener, Ont.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.

PULLOVERS, Men's and Boys'

Monarch Knitting Co., Ltd., Dunnville.

RAIN COATS

Can. Consolidated Rubber Co., Ltd., Montreal.

RAZORS

Gillette Safety Razor Co. of Canada, Montreal.

SILK KNITTED GOODS

Monarch Knitting Co., Ltd., Dunnville.

SILK HATS

Geo. Provencher, Montreal.

SHIRTS, Fine

Crescent Mfg. Co., Montreal.
Cluett, Peabody & Co., Inc., Troy, N.Y.
Deacon Shirt Co., Belleville.
Dufferin Shirt Co., Toronto.
R. J. Inglis, Montreal and Winnipeg.
Lang Shirt Co., Kitchener.
John W. Peck & Co., Montreal.
Alphonse Racine, Montreal.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.

SHIRTS, Working

Deacon Shirt Co., Belleville.
Dufferin Shirt Co., Toronto.
J. A. Haugh Mfg. Co., Toronto.
Kitchen Overall & Shirt Co., Brantford.
Lang Shirt Co., Kitchener.
Miller Manfg. Co., Toronto.
H. S. Peters, Ltd., Welland.
John W. Peck & Co., Montreal.
Alphonse Racine, Montreal.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.
Wreyford & Co., Toronto.

SOFT COLLARS

Cluett, Peabody & Co., Inc., Troy, N.Y.
Lang Shirt Co., Kitchener.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.

SWEATERS AND SWEATER COATS

R. M. Ballantyne & Co., Stratford.
Buckley, Drouin & Co., Montreal.
Hudson Bay Knitting Co., Montreal.
Monarch Knitting Co., Ltd., Dunnville.
Alphonse Racine, Montreal.
Wreyford & Co., Toronto.

SUSPENDERS AND BELTS

Dominion Suspender Co., Niagara Falls.
King Suspender Co., Toronto.
Alphonse Racine, Montreal.

SUMMER UNDERWEAR

Atlantic Underwear Co., Moncton, N.B.
Cluett, Peabody & Co., Inc., Troy, N.Y.
Crescent Mfg. Co., Montreal.
Kingston Hosiery Co., Ltd., Kingston.
Mercury Mills, Hamilton.
Alphonse Racine, Montreal.
Tooke Bros., Montreal.
Thos. Waterhouse & Co., Ingersoll.
Williams, Greene & Rome Co., Kitchener.
Wreyford & Co., Toronto.

TOQUES

R. M. Ballantyne, Stratford.
Hudson Bay Knitting Co., Montreal.
Monarch Knitting Co., Ltd., Dunnville.

UNDERWEAR, Winter

Atlantic Underwear Co., Moncton, N.B.
Kingston Hosiery Co., Ltd., Kingston.
Mercury Mills, Ltd., Hamilton.
Alphonse Racine, Montreal.
Thos. Waterhouse & Co., Ingersoll.
Wreyford & Co., Toronto.

WATERPROOF RAIN COATS

Can. Consolidated Rubber Co., Ltd., Montreal.
H. E. Davis & Co., Montreal.
Samuel Wener & Co., Montreal.
Alphonse Racine, Montreal.

WORKING PANTS

Hamilton Carhartt Cotton Mills, Toronto.
John W. Peck & Co., Montreal.

EQUIPMENT SECTION

ARTIFICIAL FLOWERS

Dale Wax Figure Co., Ltd., Toronto.

CASH REGISTERS

National Cash Register Co., Toronto.

CREDIT FILES

National Cash Register Co., Toronto.

HAT STANDS

Miller & Co., Sault Ste. Marie.

NECKTIE AND GLOVE HOLDERS

Onli-Wa Fixture Co. (sales agents Parsons & Parsons, Hamilton).

PAPER BAG AND SPECIALTY WRAPPINGS

Specialty Paper Bag Co., Toronto.

RACKS AND HANGERS

Dale Wax Figure Co., Ltd., Toronto.
A. S. Richardson & Co., Toronto.
Taylor Mfg. Co., Hamilton.

REVERSIBLE WARDROBES

Jones Bros. & Co., Toronto.

SHOW CASES AND INTERIOR FITTINGS

Jones Bros. & Co., Toronto.
Taylor Mfg. Co., Hamilton.

WAX FIGURES

Dale Wax Figure Co., Ltd., Toronto.
A. S. Richardson & Co., Toronto.

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

You take no chances

in stocking and recommending composition collars bearing the well-known KANTKRACK trade-mark.

For every KANTKRACK collar is made with a guarantee—made **"in one grade only and that the best"**—made in all the best selling styles to suit all classes of trade.

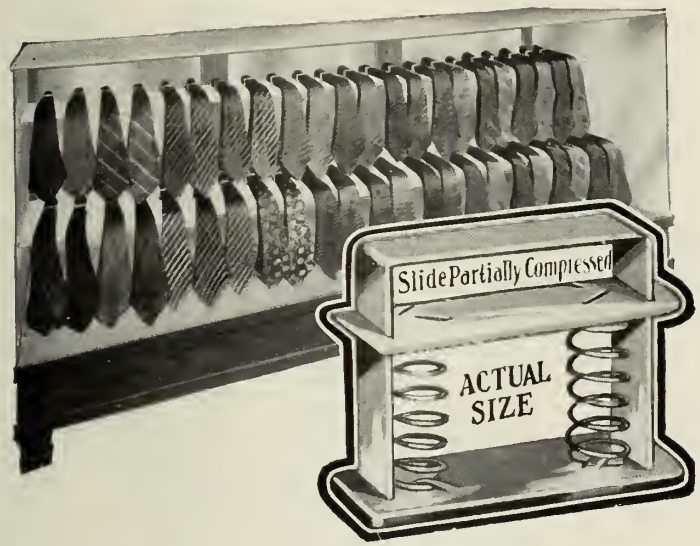
And their remarkable linen-like finish have popularized KANTKRACK collars with the most particular men.

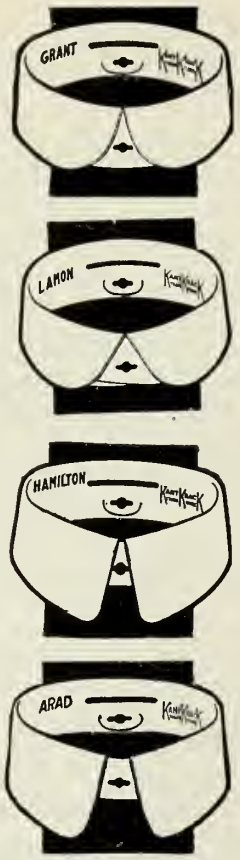
Try a little display of these quick sellers in your next window trim. There's good profit on KANTKRACK collars.

Don't forget the three KKK when ordering.

WE ARE THE CANADIAN MANUFACTURERS FOR THE ONLI-WA TIE HOLDERS.

They hold your ties, so that the full assortment is always visible, always neat. So that any tie can be pulled out without disturbing the others.





Get these before the holiday rush. They will render possible quicker service and larger sales.

$3.50 a dozen.

The Parsons and Parsons Canadian Company

Makers of the famous KANTKRACK *Composition Collar*

HAMILTON

We make hat cleaners in a variety of felt shapes, suitable for soft or stiff hats.

Quotations and samples sent on request stating quantity needed.

COMPLIMENTARY ADVERTISING ARTICLES, LIMITED

BOX 456 **MONTREAL**

WE OFFER UNUSUAL VALUES IN

SILK HATS

There's a style and a finish to every silk hat we manufacture that gets the attention of the carefully dressed man.

Ours is the largest and best equipped Silk Hat Factory in the Dominion. Our range is always complete.

Cover your requirements here and get prompt deliveries.

GEO. PROVENCHER

166B Elizabeth Street - - Montreal

Established 1894

If any advertisement interests you, tear it out now and place with letters to be answered.

Keep in Condition

Imperial Underwear will help

It allows freedom of movement, yet fits snugly — has the strength where the strength is needed.

Your customers will want a change of Imperial Underwear — but will never want to change from Imperial to another brand.

Note the Five Features:

1. *Lap-Seam Shoulders.*
2. *Comfort-Fitting Collarette.*
3. *Snug-Fitting Flap.*
4. *Closed Crotch.*
5. *Improved Knit Cuffs and Anklets.*

In Combinations and Two-Piece Suits. Stock Imperial now.

Kingston Hosiery Co.
Kingston, Ontario

"Craftana"

Registered No. 262,00.

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increa es in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

THE WINNERS

CASH's POPLIN

POPULAR

NECKWEAR

(TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED
301 ST. JAMES STREET, MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Goods in Sanitary Covering Appeal to all buyers of Men's Wear

Many manufacturers are sending out their product—their shirts, their underwear, their soft collars—in Transparent, Sanitary Sealed Bags.

Many dealers are enclosing each purchase in a bag.

We can supply manufacturer or dealer—can make the covering to meet the particular needs. We now are turning out bags for soft collars, and huge bags to cover an entire suit—bags which a clothing man can send with each order—and which a cleaner can use as part of his service.

TELL US YOUR NEEDS AND WE WILL GIVE QUOTATION

SPECIALTY PAPER BAG CO.
LIMITED
247-255 Carlaw Ave. - TORONTO

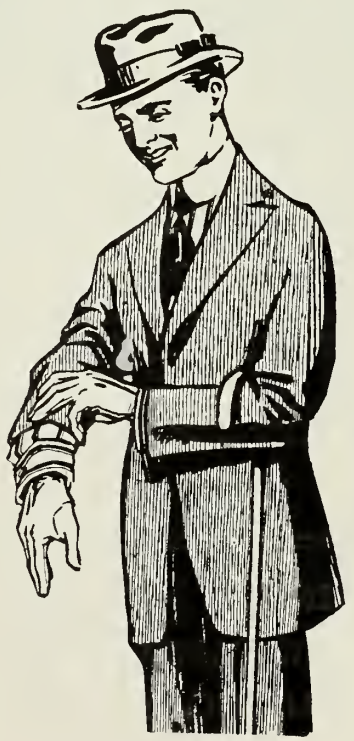
Give him the fit that satisfies

The well-groomed man is the man who insists on *shirts that are not only made-to-measure, but also made-to-fit.*

The special measure shirt we supply is a line of distinctive style, tip-top quality and perfect fit. It will enable you to cater to the shirt requirements of the particular man and guarantee you *a satisfied customer with every sale.*

THEY'RE PROFITABLE.

Write for set of Fall samples, and Self-Measuring Forms.



R. J. Inglis, Ltd., Winnipeg
SHIRT MAKERS

If any advertisement interests you, tear it out now and place with letters to be answered.

"NUGGET"

THE SHOE POLISH OF QUALITY

Exhibited to your customers at

TORONTO EXHIBITION
AUG. 27th. to SEPT. 8th.

OTTAWA EXHIBITION
SEPT. 10th. to 15th.

LONDON EXHIBITION
SEPT. 10th. to 15th.

Advertised from Coast to Coast.
Order from your Wholesaler.

THE MILLER RACK

The handsome Cap Stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all the patterns carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5 ft. 8 in. high, 27 in. wide, and contains 18 spaces to display 15 to 18 dozen caps. Sells at $30.00.

Dear Mr. Miller:—

I have great pleasure in recommending your cap rack as one of the very best, and when you demonstrated this device to me it appealed to me so much that we decided to put in a line of caps, as we could see the cap rack was not only a salesman, but was a veritable warehouse in itself.

I might say that the fixture is a very attractive piece of furniture, and we have so far obtained very satisfactory results therefrom.

Yours very truly,
C. HAWLEY WALKER, Limited.
Toronto.

Send a card to-day for full particulars.

Patented Nov. 20, 1916

MILLER AND COMPANY
Sault Ste. Marie, Ontario

LARGEST CANADIAN DEALER
ADEL. 760 WASTE PAPER
E. PULLAN TORONTO

CONDENSED ADVERTISEMENTS

B. C. TRAVELLER AND MANUFACTURERS' agent wants to represent a good live line in British Columbia. Address, 569 Richards Street, Vancouver, B.C.

UNDERWOOD TYPEWRITERS — MODERN visible machines equipped with such improvements as back spacer, bi-chrome ribbon, tabulator and automatic ribbon reverse. Five-year guarantee. Sold for cash or payments. Free trial. Send for proposition to-day and save more than half regular price. Address—Arthur O. Secord Co., Limited, Dept. 7, Brantford, Ontario.

KINDLY MENTION THIS PAPER WHEN WRITING TO ADVERTISERS.

We'll Prove It

GIVE us a chance to prove to *you* that you can make money by working our plan. Hundreds of men and women in Canada are making splendid salaries by working for us a few hours each day. Why not learn all about it?

If your regular position isn't producing enough money to take care of a few added luxuries—our plan will fit in splendidly, giving you as *much* extra money as your spare time will allow for. The more time you devote to the plan the more money you can make. To learn all about it—drop us a *Post Card*,—back to you by return mail will come full particulars. This will not obligate you in any way. Simply say, "Send me full particulars of your money-making plan."

Name.....

Address.....

The MacLean Publishing Co., Limited
143-153 University Avenue - Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

HOSIERY

THE successful marketing of the product of this new department is simplified by its well established trade mark.

It is easy for the manufactnrer, easy for the retailer, to sell MONARCH-KNIT Hosiery because consumers know that the name "MONARCH-KNIT" is a guarantee of satisfaction, and their opinion is based not on theory, but experience. MONARCH-KNIT products have for years given a snrplus of satisfaction to hundreds of thonsands of men, women and children in all parts of the Dominion. Previons satisfactory service from MONARCH-KNIT lines has made a lasting impression that now places the bnying public in an especially favorable mood to receive MONARCH-KNIT Hosiery.

The 1918 Spring Range of MONARCH-KNIT Hosiery—Silks, Mercerized Cotton and light-weight Cashmere lines for Men, Women and Children is now in the hands of our travellers.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, Etc. Also Hand Knitting Yarns Suitable for Knitting Soldiers' Sox, Etc.

Dunnville, Canada

PLACE HIGH VALUE ON CREDIT

Merchants Should Educate Customers to Value Extending of Credit—Lax Systems of Past Unsatisfactory—Banking Procedure Should be Followed in Giving Credit.

IN these days, when the cash and the cash and carry systems of merchandising are receiving general attention and becoming increasingly popular, it is common knowledge that the reason for such a situation is that customers are dissatisfied with the lax systems of the past, especially in the matter of granting credits, and want anything which spells relief from the evils of past years. In the past credits have been carelessly attended to, and the result has been apparent in retail prices, thereby taxing the cash and good credit customer for the benefit of the customers using long-time accounts.

This condition of affairs would not be the case if merchants realized the advantage to be secured from educating customers to place a high valuation upon credit, and paid strict attention to the granting of credit from the standpoint of the desirability of the people to whom such courtesy should be extended instead of blindly rushing ahead to greatly increase the volume of business at the expense of neighboring merchants while there is a constant leakage through the credit system.

Rights and Wrongs of Credit

Credit is a peculiar thing, and is one of the most potent factors in deciding the course of modern business. Rightly used, it is one of the most desirable attributes of retail merchandising; wrongly used, it serves as the rock upon which many a commercial ship founders. The credit factor is often prominent in the records of financial embarrassments and business failures, and it is evident that the reason for this is that credit is too often cheapened to the consumer through failure of the merchant to demonstrate its proper value, and in this way contributes to the difficulties which bring on the financial disruptions.

The present tendency toward cash and cash and carry stores is by no means new, but was urged long before the present circumstances required greater economy which the elimination of deliveries and other new innovations being urged by organizations throughout the country were broached.

This situation raises the point as to whether retail credit business will eventually disappear and be permanently replaced by the cash system.

Much has been said about the greatly increased overhead expense of the credit system and the financial loss occasioned thereby, but rightly handled it has been proved that the overhead expense is increased by a very small fraction, and the loss is infinitesimal. The economies of the cash system are real, but they are not nearly as great as appears at first sight.

One large dealer in meats, fresh fruits, fresh vegetables and allied lines, who has recently been carrying on an advertising campaign offsetting the tendency toward the cash and cash and carry sytems, states that his loss during a two-year period from poor accounts was only 8/1000 of 1 per cent. This figure may appear significant, but it was made possible through the investigation of the credit system and by the establishment of terms on which credit would be granted to customers and by holding to the terms agreed upon. In other words, the customer was taught to place a high valuation upon his personal credit and to regard it as an asset which must be treasured.

In dealing with the matter of credits, there is present an element of generosity which pays direct dividends. One merchant considered himself a most generous personage for sending all the slow pay and undesirable credit customers to his competitors. This case is evident of what is meant by teaching trade to place a high valuation upon credit, and the retail merchant should be just as careful of his credit as the banker is. Money is not loaned indiscriminately by the bank with no question as to the desirability of the risk and terms of settlement, but everything is minutely arranged and the transaction is surrounded by safeguards of all kinds.

Merchandise is the equivalent of money from a trading standpoint, and should be dealt with in the matter of credits similarly to the manner in which money is handled by the banks. Many persons who could not raise a loan of any small amount of money from a bank can negotiate a credit of many times that amount at the local hardware or grocery store simply because the local merchant in his desire for increased volume of business shuts his eyes to the undesirability of granting credit to certain customers and to the matter of educating the public to place a higher valuation upon his credit.

The solution of the cash and credit systems of merchandising is up to each individual retailer, who must decide what length of time credit will be extended, and all other details. He must satisfy himself that the debtor is worthy of the credit, and then compel him to adhere strictly to the terms agreed upon. Such practice as this will educate trade in general to place a higher valuation upon individual credit. The merchant should abolish all fear of customers and regard the matter as a courtesy extended to customers for their own benefit and not for his benefit alone.

Especially Essential Now

Under the present circumstances the regulation of credit is especially essential, and this thought is well expressed in a suggestion as follows made by the National Credit Men's Association as to credits during war time. In part it is as follows:

"Individual credit should be handled fearlessly. The consumer of merchandise, i.e., the individual buyer, should neither ask nor be offered long credits. We must begin the saving of waste at the very foundation of our commerce. There should be no hardship in bringing individual credits close to the cash basis. Waste can be prevented by the adoption of such a plan, and commercial failures can be cut down."

This plan should not only be followed under the abnormal conditions of war time, but at all times, for it is unquestionable that well regulated credits are a safeguard to the merchant at any and all times, and are also desirable from the standpoint of the cash and prompt pay customer. Banking procedure should be followed as closely as possible, and in this manner trade will be educated to place the proper valuation upon their credit.

WOOL DIRECT

Part of Allotment of Australian and New Zealand Wool Now on Pacific on Way to Canada—No Longer Comes Via London Market.

WOOL.—A development of the wool trade that has resulted is the direct shipment of this commodity from Australia and New Zealand to Canada. Formerly the greater part of the wool supplies came by way of the London auction sales. But now that the price has been fixed by the Australian and New Zealand Governments, and an allocation of some 22,500 bales has been made to Canada, it is permissible to bring the wool direct from the country of origin. Heretofore there have been direct shipments in small proportions by companies who dealt directly with Canadian buyers. What effect this development will have on the wool situation after the war is not apparent. It is probable that the wool may again come through the London market, but it is also a possibility that business may be done direct betwen the two countries, which will lessen the importance of London as the wool market of 000 Australian, and 7,500 New Zealand he world. Some of the stocks of 15,- bales which have been allocated to Canada are now on the Pacific on their way to Canada. Some 45,000 bales of Australian wool were allocated to the United States, but these stocks have not yet commenced to arrive.

Clipping Started in Australia

Advice from Australia to some of the local wool men stated the clipping season had commenced there. It is expected to be less in volume this year than last year, due to the fact that the flocks have decreased. The number of sheep in Australia and New Zealand in 1916 was 69,781,303, but it is estimated this number is considerably reduced through drouth and lack of labor to care for the sheep.

We have often wondered what would bob up to give "efficiency" a much needed rest. It has come. It is now "preparedness."

MacLean's Magazine

for September

Northcliffe

THE Big Feature is Lord Northcliffe's article—Federation after the War. This brilliant and mighty publisher and world-figure deals with the question of a federation of Great Britain and the United States, and of Canada's relation to such a federation.

It is a big thing for MacLean's to get this special and exclusive article from Lord Northcliffe, and the inference is: This great journalist and man of affairs deemed MacLean's worthy of his writings.

Lord Northcliffe is only 54 years old. In the years ahead he and his powerful papers, the *London Times* and *London Daily Mail,* will play a big part in the shaping of the Imperial State.

MacLean

COLONEL JOHN BAYNE MACLEAN is a notable contributor, writing of the causes of the war, and of the post-war reconstruction as it relates to Canada.

Colonel MacLean discusses the steps that should be taken to win the war, and deals with the financial measures that Canada must consider for the after-the-war period.

Colonel MacLean is pre-eminently well-informed, and his long and intimate connection with International and Domestic financial affairs makes what he writes challenging and illuminating.

Harold McGrath's Great Story of Adventure and Mystery

This world-famous fiction-writer contributes a complete novelette—"The Rubies of Perak."

Other notable contributors are Stephen Leacock, Miss Laut, W. W. Jacobs, Allenson, Moorhouse, and J. D. Ronald, who tells of a smuggling enterprise by an American who temporarily fooled the Customs Department when he imported the plant for a new factory in a Canadian City.

"The Gun Brand," by Hendryx, a great story of the Canadian Northwest, is a feature of the September *MacLean's.*

Three features liked by business men are the "Review of Reviews" Department, where the best things in the current magazines of the world are condensed; the "Business Outlook" article, and the Department, "Information for Investors."

Now on Sale Everywhere—Fifteen Cents

Equipment and Accoutrements for every demand or requirement

THE experience of J. R. Gaunt & Son, Ltd., dating back over 250 years as actual manufacturers of Uniform Buttons, Badges, Ornaments, Swords, Laces, Accoutrements, etc., for Army, Navy, Police, Railway, Hunt, Yacht, Golf Clubs, Lodges and Societies (not only for Great Britain and Colonies, but for almost every country in the world) enables us to supply the most up-to-date, artistic and suitable designs for every description of work.

WE shall be pleased to forward, free of charge, designs, samples, estimates for any requirement on receipt of particulars, or to forward our illustrated catalogue.

The J. R. GAUNT & SON

(CANADA CO.) Ltd., Beaver Hall Hill, Montreal

Also at

53 Conduit St., Bond St., London } ENGLAND
Warstone Parade, Birmingham }

Bombay, Melbourne and New York

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

"DOMINION RAYNSTERS"

1917-18 Style Book Ready

Our 1917-18 Style Book for "Dominion Raynsters" is just off the press and will be mailed free to those in the Clothing or Ready-to-Wear trades who will write to our nearest branch for a copy.

In this Style Book we have illustrated the newest styles and designs in Raincoats and Waterproof Clothing and also show the standard lines of proven merit and excellence.

"Dominion Raynsters" are strictly "Made in Canada" garments, designed expressly to meet the requirements of Canadian trade. Each garment is guaranteed to be free from imperfection in workmanship and material.

"Dominion Raynster" Style Book and Price List mailed free from our nearest branch. Write for your copy.

Canadian Consolidated Rubber Co.
LIMITED

HEAD OFFICE: MONTREAL

"Service" Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver, Victoria.

Tooke

SPRING ANNOUNCEMENT

Our Spring, 1918, Shirt Line will be in the hands of our representatives this month. Novelties at popular prices. Wonderful values in silk, silk and cotton mixtures and cotton cloths.

TOOKE BROS., LIMITED, MONTREAL

VANCOUVER WINNIPEG TORONTO

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VII. | PUBLICATION OFFICE: TORONTO, OCTOBER, 1917 | No. 10

The Guaranteed Forsyth Shirt..

The Polo

A FORSYTH SHIRT

ONE OF OUR YOUTHS' FALL MODELS

Coppley, Noyes & Randall, Limited

HAMILTON CANADA

There will be big "doings" in the Boys' Department this Fall

The boy has taken his place as a big earner, and is now able to buy the best in clothing. He, and his mother, too, want the best.

That's why it is wise to stock

Proper Clothes

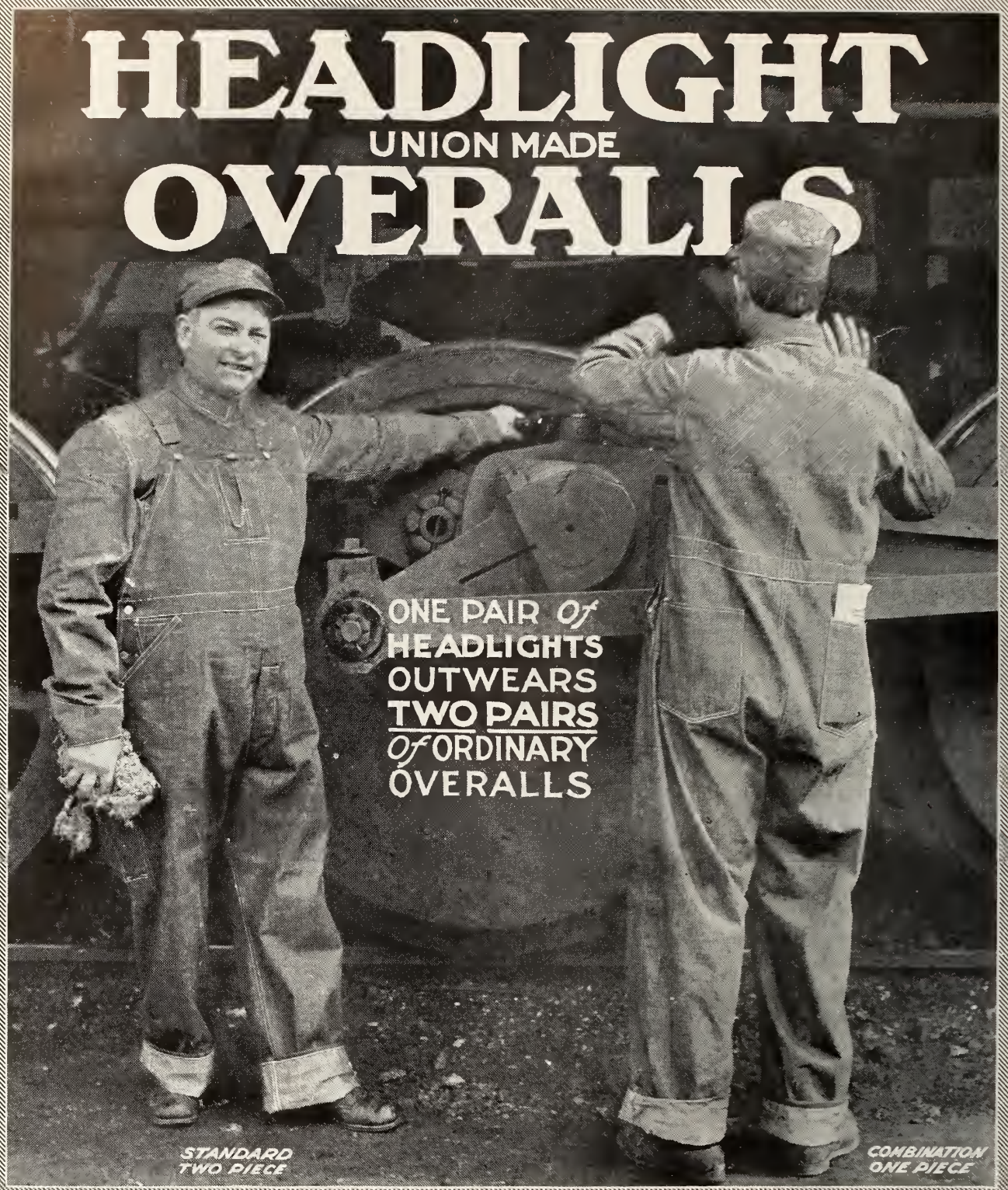
Proper Clothes have the top-notch style and value that appeals to the most particular. Every sale will mean increased profit, increased good-will, and increased confidence in your store.

Fourteen travellers are now going out with our remarkable range of boys' models — sacque suits, reefers and slip-on overcoats for Spring and Summer.

To get the biggest business from your boys' department, arrange to see these samples. Drop us a card for early appointment.

Coppley, Noyes & Randall
Limited
Hamilton, Canada

HEADLIGHT
UNION MADE
OVERALLS



LARNED, CARTER & Co., SARNIA, ONTARIO

World's Greatest Overall Makers

FIVE FACTORIES

DETROIT — ST. LOUIS — SAN FRANCISCO

PORT HURON, MICH. — Canadian Factory, SARNIA, ONT. (25)

Avenue Brand CLOTHES

for Boys and Youths

Avenue Brand designs in *Juvenile, Boys'* and *Youths' Clothing* that will surely please his most fastidious or careful customers in price, looks and quality.

First Long Suits

in selected patterns and materials are a decided feature of this season's showing.

Boom your Boys' Department by featuring AVENUE BRAND CLOTHES.

Our travellers are now out with the full Spring line. A card to us will ensure a quick call from the one covering your locality.

The W. J. Keens Co.
Limited
107 Front Street East, Toronto

Successors to

C. M. Gilchrist & Co.
107 Front Street East
Toronto

SCORE A BULL'S EYE

Merchants who are handling True-Fit *Dependable Double Texture Waterproof Coats* never fail to hit the mark.

For the reason, they are selling merchandise of the Highest Quality, giving satisfaction to their customers and reaping a fair profit for themselves.

True-Fit Garments are adapted both for *Motoring* and *Street Wear*. There never has been a top-coat designed with such an abundance of smartness and durability.

Remember that our established connection with the first waterproof House of England, together with our large and well equipped factory and warehouse here in Montreal gives us Special advantages in serving you both as to Merchandise and Deliveries.

Our Salesmen our showing this attractive range for Spring and Immediate delivery. It has met an enthusiastic reception wherever seen.

Samuel Wener and Co.
Limited
Sommer Building - MONTREAL

We are sole agents for Canada for the AQUATITE BRAND Gentlemen's Yarn-proof Coats and are also in a position to book orders for import or immediate delivery from stock.

The Leishman 1918 Style Leaders Are Ready Now.

Those who are familiar with Leishman styles and Leishman service naturally look to Leishman for the first authoritative showing of the new and correct models each season.

Smartness of style is only one of the many features that have automatically placed the Leishman line in the foremost position amongst fine-tailored clothing in Canada. Workmanship of the highest order, perfection of detail, a fit without a flaw and practical co-operation from us, have enabled our dealers throughout the Dominion to give their customers the maximum of clothes satisfaction.

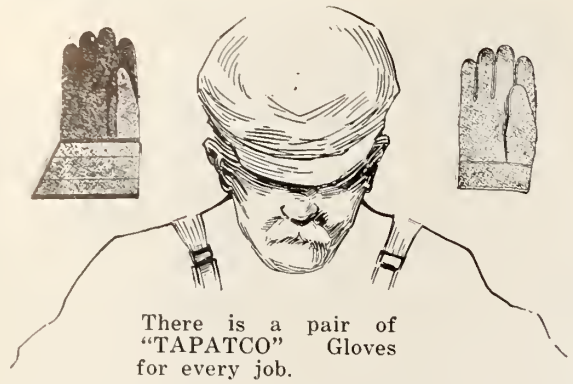
Our travelling men are en route with the 1918 Spring lines. Orders should be placed now to ensure timely delivery.

Wm. H. Leishman & Co., Limited

68 TEMPERANCE STREET, TORONTO

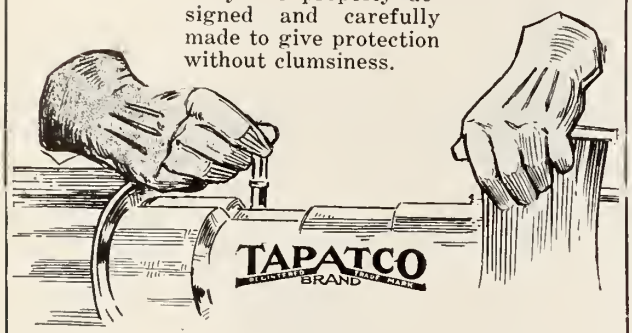
Makers of the Best Tailored Garments for Men

If any advertisement interests you, tear it out now and place with letters to be answered.



There is a pair of "TAPATCO" Gloves for every job.

They are properly designed and carefully made to give protection without clumsiness.



Your town is full of men who want "Tapatco" Gloves

In these days of increased activity along every line of production there are more men wanting working gloves than ever before. Hands that are tackling the work of the farm and the factory need protection, and the demand is for gloves that are properly designed and carefully made so as not to add clumsiness to the hands that wear them.

"TAPATCO" Gloves are made in Gauntlet, Knit-Wrist or Band-Top Styles, in heavy, medium or light weights, — leather-tip, leather and leatherette-faced gloves; Jersey Gloves and Mitts in Tan, Slate or Oxford.

There is a pair of "TAPATCO" Gloves for every job.

Insist that your jobber furnishes "TAPATCO" Brand.

The American Pad and Textile Company

Chatham, Ontario

ARM & HAMMER BRAND
SHIRTS
OVERALLS
J. A. HAUGH Mfg. Co. LTD.

Combining the smart appearance of a suit with all the advantages that could be desired from the wearing of separate smock and pants, the "Arm and Hammer" One-piece Work Suit is proving a big favorite with the man who spends most of his working hours in overalls. It is easy and comfortable and its unique features, which are illustrated below, catch the fancy of the man who appreciates clever ideas sensibly carried out.

Get your order in early. You'll like the quick sales and the worth-while profits.

Patented button-down skirt showing neat jacket effect.

Skirt up showing suspenders which are attached to back of jacket

Showing the convenient drop seat arrangement.

Patented in Canada

The J. A. Haugh Mfg. Co. Limited

Toronto :: :: :: Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

FASHION-CRAFT

Quality Clothes

—

SPRING

1918

Spring Models and Samples

NOW READY

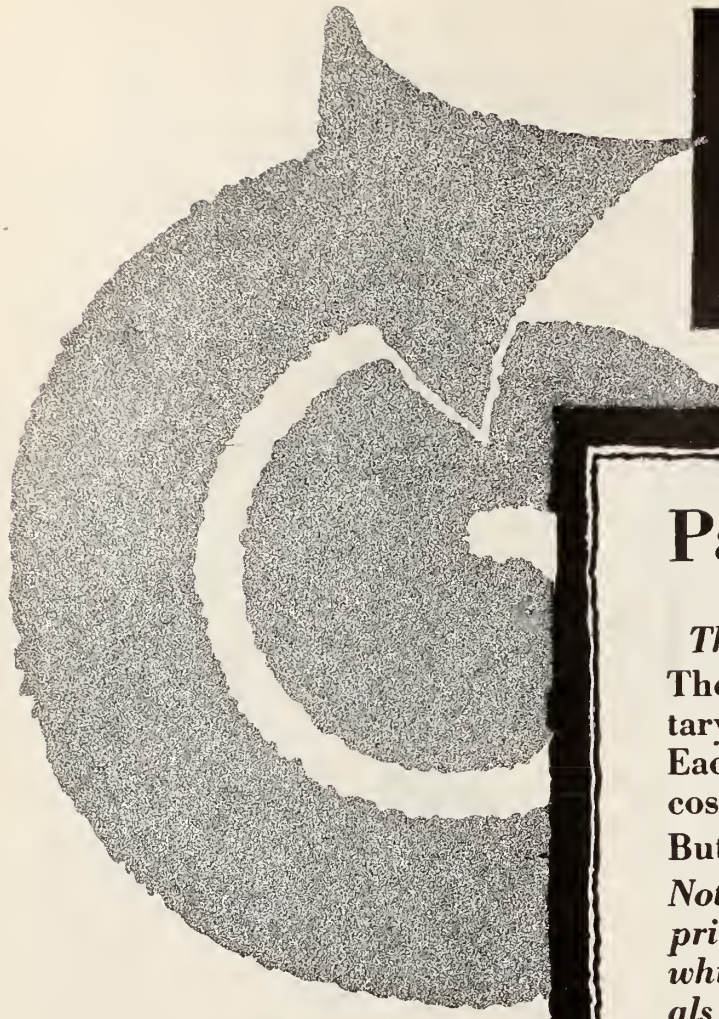
Range most attractive and prices in keeping with quality.

Agents wanted in towns where not already represented. If interested, write

PROMOTION DEPARTMENT

Fashion Craft Mfrs. Limited

MONTREAL



Palm Beach

REGISTERED U.S. PATENT OFFICE

THE GENUINE CLOTH

MFD. BY GOODALL WORSTED CO.

Palm Beach Cloth

Will the Price Go Higher?
The Answer is Obvious—It Must!

The price of almost every elementary product is constantly rising. Each *new* purchase of raw material costs more than the one previous.

But this we can earnestly pledge:

Not one penny will be added to the price of PALM BEACH CLOTH, which increased cost of raw materials does not necessitate.

Our paramount aim is to keep PALM BEACH where it has always been — the topmost value — the worthiest buy — in the Summer Wear Field. No love of immediate gain is great enough to sway us from this purpose—

And so rest assured that, no matter how spectacular the rise in woolens, worsteds and other fabrics—PALM BEACH *is*, and will remain, the safe, sane, reasonable investment—the one economical Summer Suit—in a world of uncertainties.

Be sure the Trade-Marked Label is sewn in every garment.

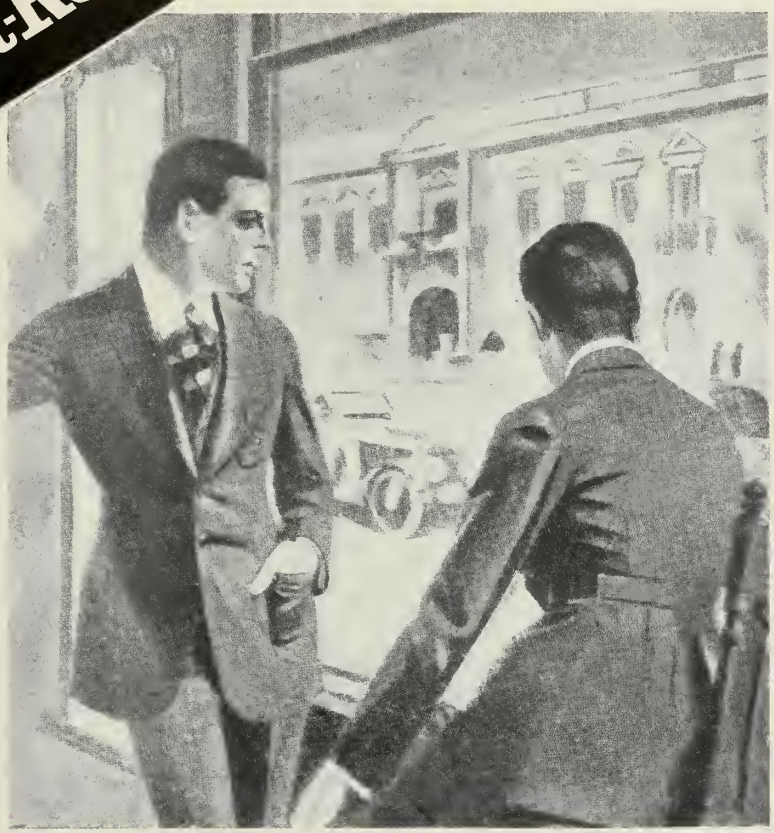
THE PALM BEACH MILLS

GOODALL WORSTED CO., SANFORD, ME.
A. ROHAUT DEPT., SELLING AGENT
229 FOURTH AVENUE · NEW YORK

FLATO

If any advertisement interests you, tear it out now and place with letters to be answered.

This is the Label that the good dressers of Canada look for— which is attached to the pocket of every Fit-Reform garment.



Important Points For Consideration

Have you ever considered that Fit-Reform were first in Canada to give to the public garments which are to-day superior to the best custom tailor?

Have you ever considered what means have had to be employed in order to reach and maintain this high Standard of Efficiency?

It has taken years to train labor in order to produce such high class garments, so that the individual parts may conform to the perfection necessary in the making of Fit-Reform.

Is it not to your advantage to be able to offer Fit-Reform, a branded line that stands in high favor of Canadian good dressers from the Atlantic to the Pacific"...

For ...en are now showing. Your own ... in your town, write us. Our ...ll show you why Broadway Clothes ...d as the culmination of style, quality,

E. A. ... with us by letter, 'phone or wire, ...e all effort to submit our samples wherever most convenient for you.

8 BEAVER ...nd Johnston

TORONTO

If any advertisem... interests you, tear it out now and place with letters to be answered.

The Christy Man

He will show you a remarkable range of Christy Hats. We are exclusive agents for this renowned English Company, and have for Spring — Soft Hats, Stiff Hats, Silk Hats, Straw Hats, Tweed Caps, Children's Straws, Man-o'-War Caps—they are all here, and every one is a winner. Our supplies are assured for Spring, but he will be a wise dealer who covers his requirements early.

In addition to Christy Hats we have a full line of other makes.

These show the newest styles, blocks, and trimmings. They are the best to be secured from thirty-one factories—Some in England. Some in the United States and four in Canada.

Panamas and Straw Sailors

We have a most comprehensive range of these—Toyo and South American Panamas at prices ranging from $20.00 up. Ladies' Panamas, commencing at $15.75 per dozen. Our Straws are the best from twenty different factories—a wonderful range, with Sennit braids perhaps predominating, but with beautiful split braids in the higher prices.

We are at your service. If you are not on our calling list just drop us a card making an appointment. It will profit you.

Be sure the Trade-Marke
Label is sewn in every garm

THE PALM BEACH

GOODALL WORSTED CO., SA
A. ROHAUT DEPT., SELLI
229 FOURTH AVENUE

FLATO

If any advertisement interests you, tear it out now and place with letters to be answered.

Broadway

Clothes for exacting men

Unusual Values October, 1917

GET THE TRADE OF THE GOOD DRESSER

To build up a permanent and all-round profitable business the clothing dealer must go after the trade of the man who is particular about his appearance.

Not only is there better profits for you in selling the better quality clothes, but the man who buys good suits also buys the best ties, hats, shirts, underwear and furnishings generally. Then, too, he is invariably a leader in his particular set and the fact that he buys his clothing and accessories at your store induces his acquaintances to trade with you also.

The Sure Way of Getting the Better Trade

The right stock is unquestionably half the battle for better clothing sales. The merchant who carries Broadway Clothes has something to offer that will please and satisfy the most exacting, including the man who is inclined to favor the custom tailor.

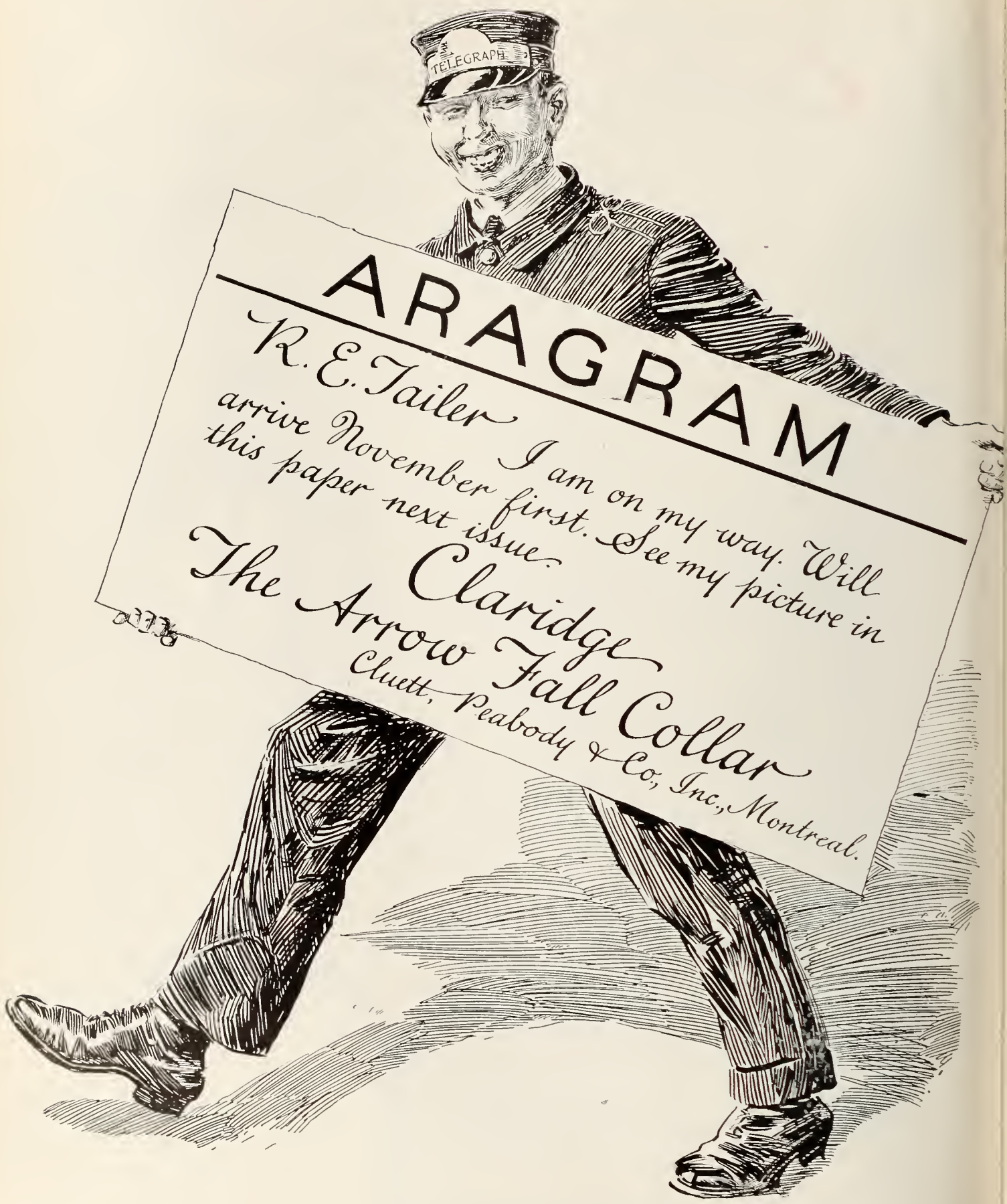
Broadway models are always a little ahead of prevailing styles. The smart cut, honest fabrics and particular workmanship give Broadway Suits and Overcoats an air of distinction that is all their own.

Don't decide on your Spring clothing lines until you have seen the Broadway models, samples of which our men are now showing. Your own good judgment will show you why Broadway Clothes are recognized as the culmination of style, quality, fit and value.

Communicate with us by letter, 'phone or wire, and we'll make all effort to submit our samples whenever and wherever most convenient for you.

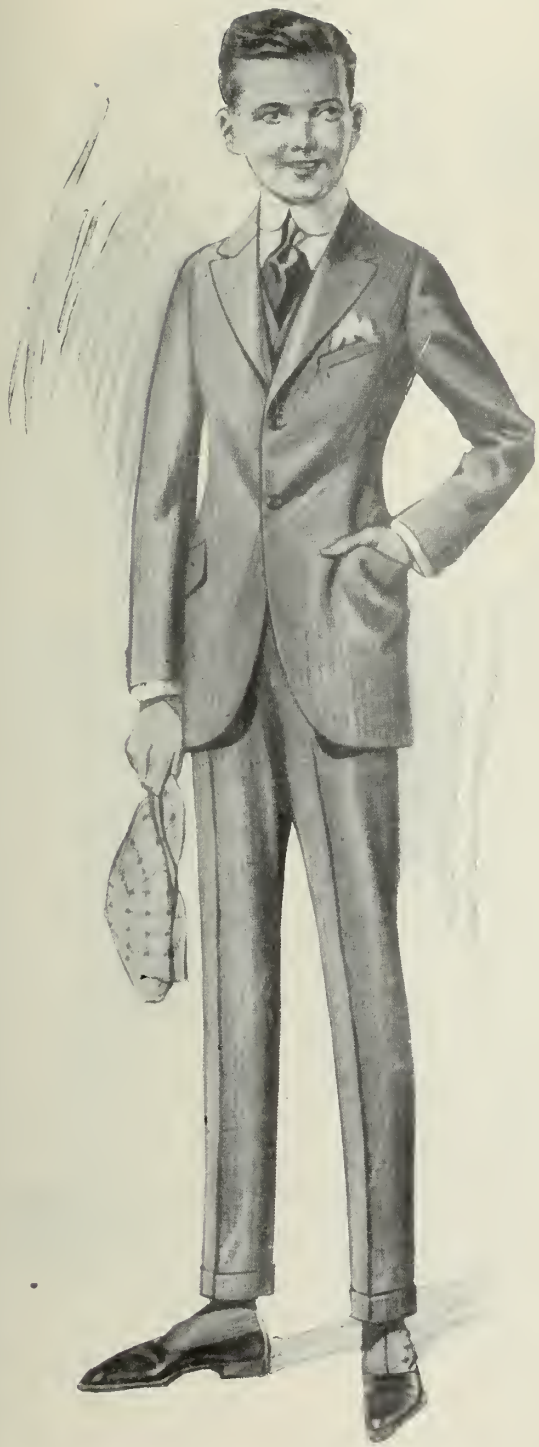
Randall and Johnston

LIMITED TORONTO


TELEGRAPH
ARAGRAM
R. E. Tailer I am on my way. Will
arrive November first. See my picture in
this paper next issue.
Claridge
The Arrow Fall Collar
Cluett, Peabody & Co., Inc., Montreal.

If any advertisement interests you, tear it out now and place with letters to be answered.

TRADE MARK REG'D
QUALITY
New Era
CLOTHING
'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

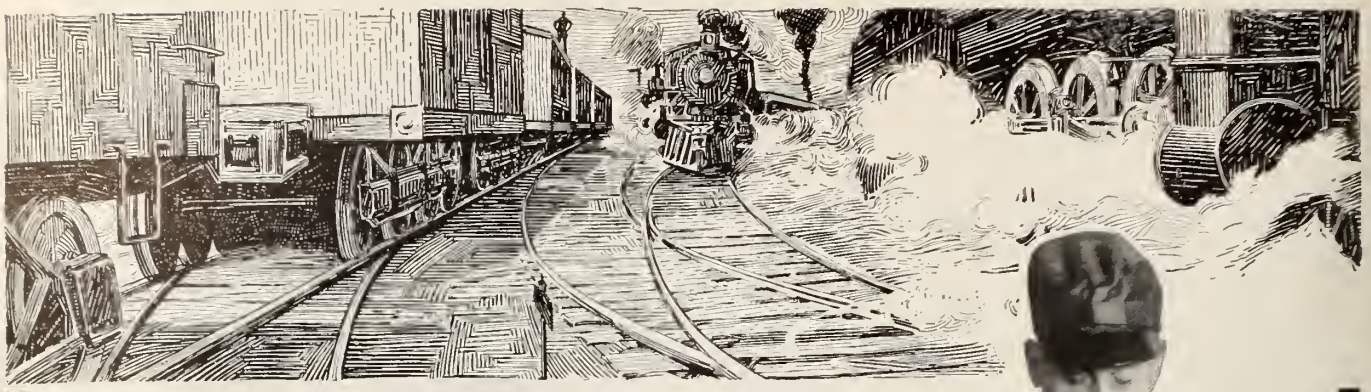


High School Suit

To whom it may concern:

If you are interested in *Men's, Young Men's or Boys' Clothing at popular prices* where quality counts you are requested to examine our Spring range which is now being shown by our salesmen.

THE FREEDMAN COMPANY
SOMMER BUILDING
41 MAYOR STREET - MONTREAL



You know
Stifel's Indigo Cloth

standard for over 75 years

which since the first railroads
has been the "best seller" for

OVERALLS, JUMPERS AND UNIFORMS

Now meet
Miss Stifel Indigo

the new kid glove finish cloth for

WOMEN'S OVERALLS AND WORK CLOTHES

Miss Stifel Indigo has the same business-getting profit-making qualities in her makeup that made her "big brother" the big factor he is today in the overall world.

Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the woman's work garment business.

Manufacturers, Dealers, LOOK FOR THE BOOT trade mark on the back of the cloth when buying—it's your guarantee and your customers' guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.

STIFEL REGISTERED

J. L. STIFEL & SONS

Indigo Dyers and Printers — *WHEELING, W. VA.*

New York...260-262 Church St.
Philadelphia...1033 Chestnut St.
Boston.....31 Bedford St.
Chicago...223 W. Jackson Blvd.
Baltimore.....Coca-Cola Bldg.
San Francisco
Postal Telegraph Bldg.
St. Joseph, Mo.
Saxton Bank Bldg.
St. Louis.....928 Victoria Bldg.
St. Paul.....238 Endicott Bldg.
Toronto....14 Manchester Bldg.
Winnipeg...400 Hammond Bldg
Montreal...Room 508 Read Bldg.
Vancouver..506 Mercantile Bldg.

Copyright, 1917, J. L. Stifel & Sons

SYCURA

the Ideal Flannel for Men's Wear

This cloth is a delightfully soft finish, and produced in 40 attractive designs. Sycura is specially suitable for Gents' Shirts, Nightshirts and Pyjamas, as it will not shrink, and the colours guaranteed fast. All Gents' Outfitters should stock this tested flannel with a reputation of a quarter of a century.

Pattern range and feelers are sent free of charge.

SOLE PROPRIETORS:

The Lanura Co., Ltd., Leeds, Eng.

AGENT FOR CANADA:

Mr. J. E. Ritchie, 591 St. Catherine St. W., Montreal

500% INCREASE

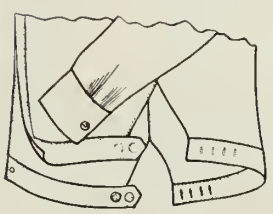
seems incredible but it is true

The McBride Patent Boys' Blouse

has only been in existence one year and through it we increased our boys' blouse sales 500% last year.

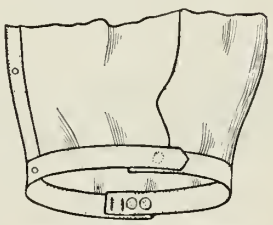
No tapes to tie or come untied or hang out. Once adjusted, always ready.

This waist has a patent waistband which can be adjusted to any size waist.



Showing Patent Open

McBride Patent Boys' Waist



Showing Patent Buttoned

FOR SALE ONLY BY

CRESCENT MANUFACTURING COMPANY, Limited

MONTREAL TORONTO QUEBEC WINNIPEG VANCOUVER CALGARY

Canadian Men Know This Brand and Will Ask For "Monarch-Knit" Hosiery

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

For years Canadian men have bought their sweaters by this brand and they recognize the "MONARCH-KNIT" trade-mark as a guarantee of quality in knitted goods. They are learning through advertisements appearing in the leading magazines and periodicals throughout Canada, that "MONARCH-KNIT" now applies with equal significance to *fine quality hosiery*. Every pair of "MONARCH-KNIT" Hose bears the trade-mark. It is the constant assurance of quality.

The reputation and the success of your hosiery department is assured if you feature "MONARCH KNIT."

The 1918 Spring Range of MONARCH-KNIT Hosiery Silks, Mercerized Cottons and light-weight Cashmere lines for Men, Women and Children is now ready for your viewing.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc. Also Hand Knitting Yarns suitable for knitting Soldiers' Sox, etc.

Dunnville, Canada

Peck's

Boys' Clothing

For twenty-five years a Standard in the Canadian Juvenile Clothing business.

Sell quickly both to the boy and his parents. Mothers know this brand of clothing by past purchases, whilst father very likely has worn them himself in boyhood.

Our Boys' range is, if anything, bigger and better than in previous seasons.

John W. Peck & Company, Limited

Montreal Winnipeg
Vancouver

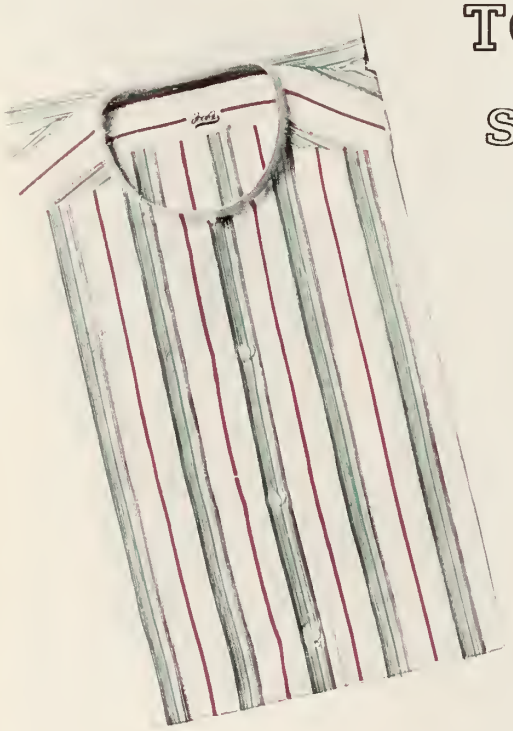
Tooke

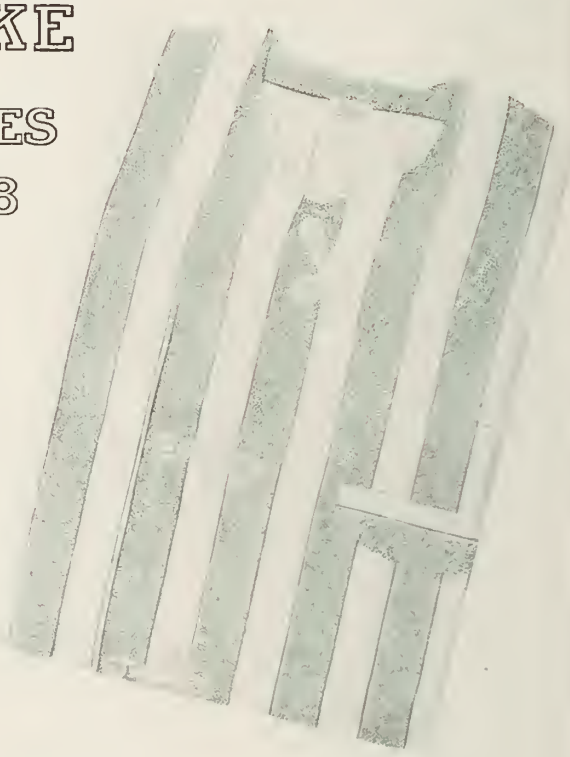
2

TOOKE

STYLES

1918





AGAIN

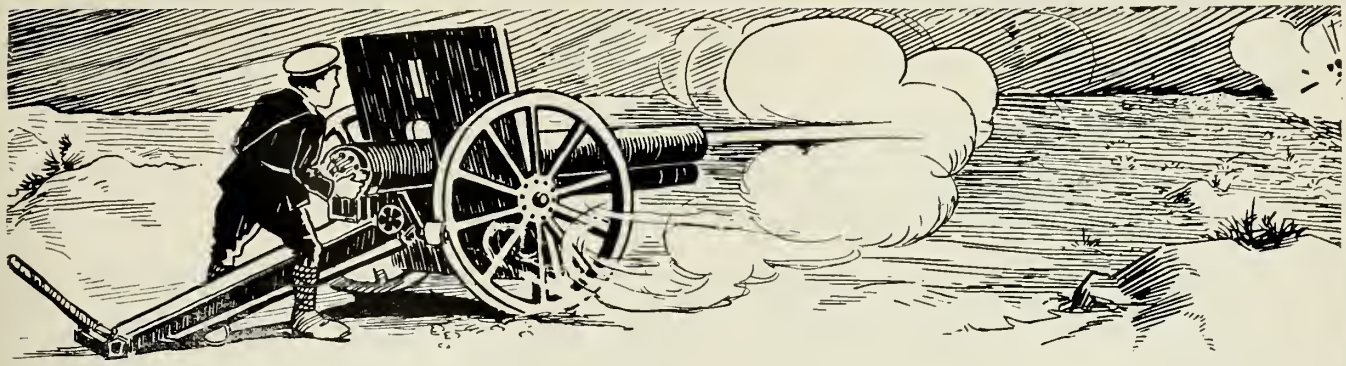
WE

LEAD

The Tooke shirt range for Spring, 1918, is admitted by every merchant who has seen it to be the most wonderful display of medium and high-class merchandise ever shown.

TOOKE BROS., LIMITED

WINNIPEG MONTREAL TORONTO VANCOUVER



OUR SPRING DRIVE

About this time every year we start our Fall drive for Spring business, and our men "shoot" across the country to win the orders. One of our representatives has his "range" on you, you will see him shortly. If you are already handling

you know the qualities that make this line so satisfactory to both dealer and wearer. If not, you will be interested to know that no line offers *more variety, more novelty, more down right satisfaction and values* than COLLEGE BRAND CLOTHES.

You can't afford to let any business slip away, therefore why not inspect AT ONCE the line that will give you more Profit, build Prestige and create Good-will for you, by rendering Perfect Satisfaction to your customers?

Hook up with the strongest selling proposition of its kind on the market

Suits and Overcoats in newest models for Immediate Delivery.

The College Brand Clothes Co., Limited

45 St. Alexander Street, Montreal

(READ BUILDING)

If any advertisement interests you, tear it out now and place with letters to be answered.

PANAMA HATS

MANUFACTURED EXCLUSIVELY FOR THE JOBBING AND WHOLESALE TRADE

Leading jobbers are now taking these Panama models to the trade. The styles, the workmanship and the prices are such that 1918 will surely be a bigger Panama year even than was 1917. To make sure of their stock, merchants should order from their jobber at the earliest opportunity.

CANADIAN PANAMA HAT COMPANY, LIMITED

Manufacturers, Importers and Exporters

345-349 Adelaide Street West - TORONTO

Goods in Sanitary Covering Appeal to all buyers of Men's Wear

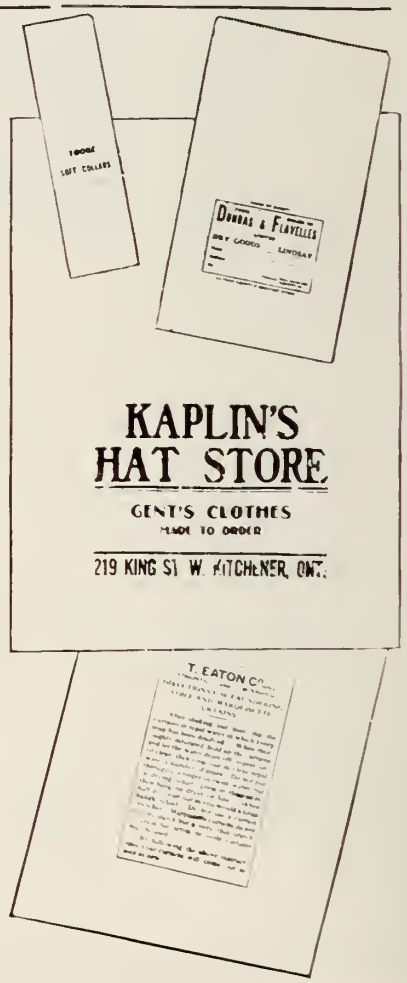
Many manufacturers are sending out their product—their shirts, their underwear, their soft collars—in Transparent, Sanitary Sealed Bags.

Many dealers are enclosing each purchase in a bag.

We can supply manufacturer or dealer—can make the covering to meet the particular needs. We now are turning out bags for soft collars, and huge bags to cover an entire suit—bags which a clothing man can send with each order—and which a cleaner can use as part of his service.

TELL US YOUR NEEDS AND WE WILL GIVE QUOTATION

SPECIALTY PAPER BAG CO.
LIMITED
247-255 Carlaw Ave. - TORONTO



If any advertisement interests you, tear it out now and place with letters to be answered.

Let the tailored evidence convince you

When we say that the exclusive designing, perfect fit and splendid wearing qualities of our Spring, 1918, Men's and Young Men's Clothes offer you an unusual customer-winning combination, we are merely stating the plain, unvarnished truth.

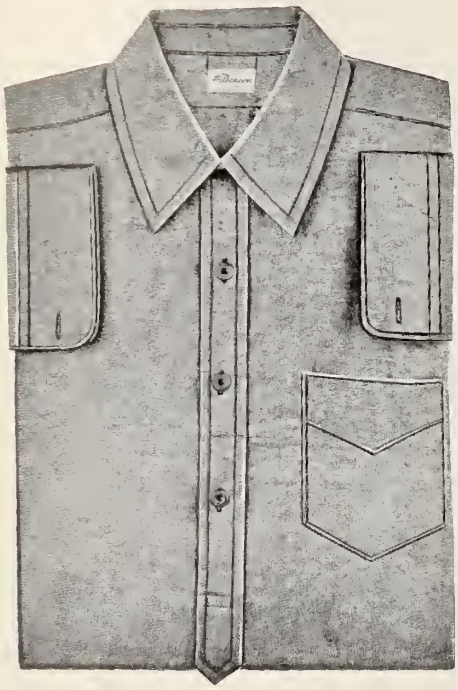
The illustration is of an exclusive model, showing the new military effect, from our Spring, 1918, range, and an indication of the novelties which it embraces.

Our traveller can arrange to call upon you at your convenience with a complete range of samples for immediate and full showing for Spring, 1918.

The designing and tailoring of every suit we make is under the direct supervision of Mr. Geo. A. Beeckel, for many years chief designer and superintendent of B. Gardner & Co. Mr. Beeckel's broad experience is a guarantee of correct designing and perfect tailoring.

Union Clothing Co., Ltd.
285 Notre Dame Street W.
MONTREAL

Shirt values that will boom your sales



Four Specials:

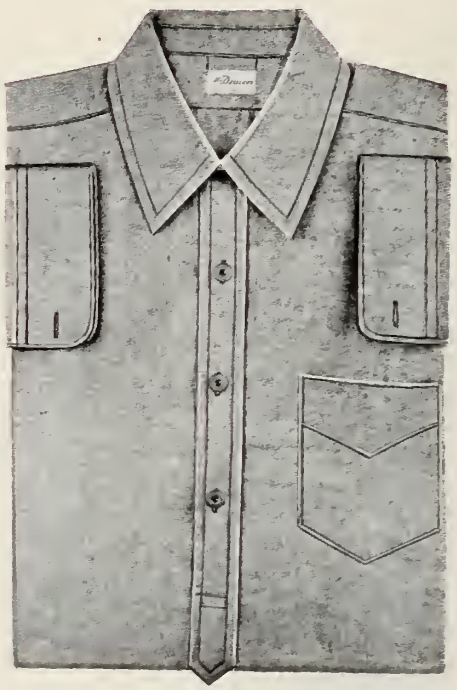
Just the class of shirt in such demand at the present time.

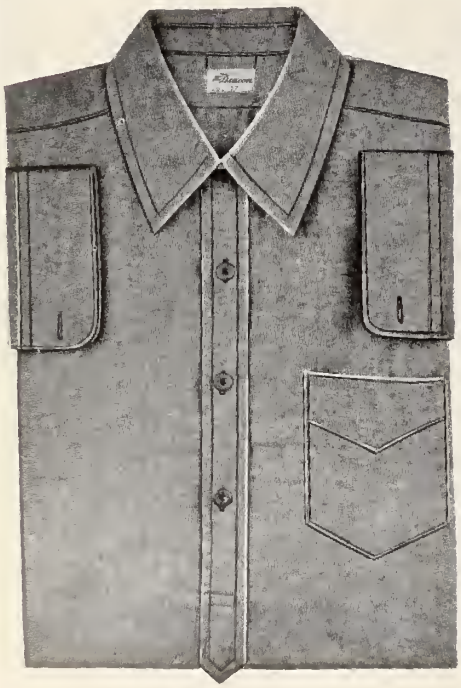
And at prices made possible only through judicious buying of big stocks of material months ago.

Our supplies of these materials, while large, are not inexhaustable. Orders are piling in, and to secure your supply we urge early buying.

These shirts are just the thing for hard wear—the service they give will delight the wearer and *every sale will yield you a substantial profit.*

Ask our representatives especially about these shirts.





Deacon Shirt Company

Belleville, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Wearbest Clothing for Men and Young Men is winning its way on Sheer Merit

After an extensive investigation to find out the popular price range young men were willing to pay, we set about getting the best obtainable advance information about style.

Style is the dominant factor in the success of *WEARBEST CLOTHES for young men*, and our reputation for original and quick-moving styles is well established to-day with the best retail merchants in the country. You may rest assured of securing the very styles young men favor at a price that enables you to obtain a good margin of profit.

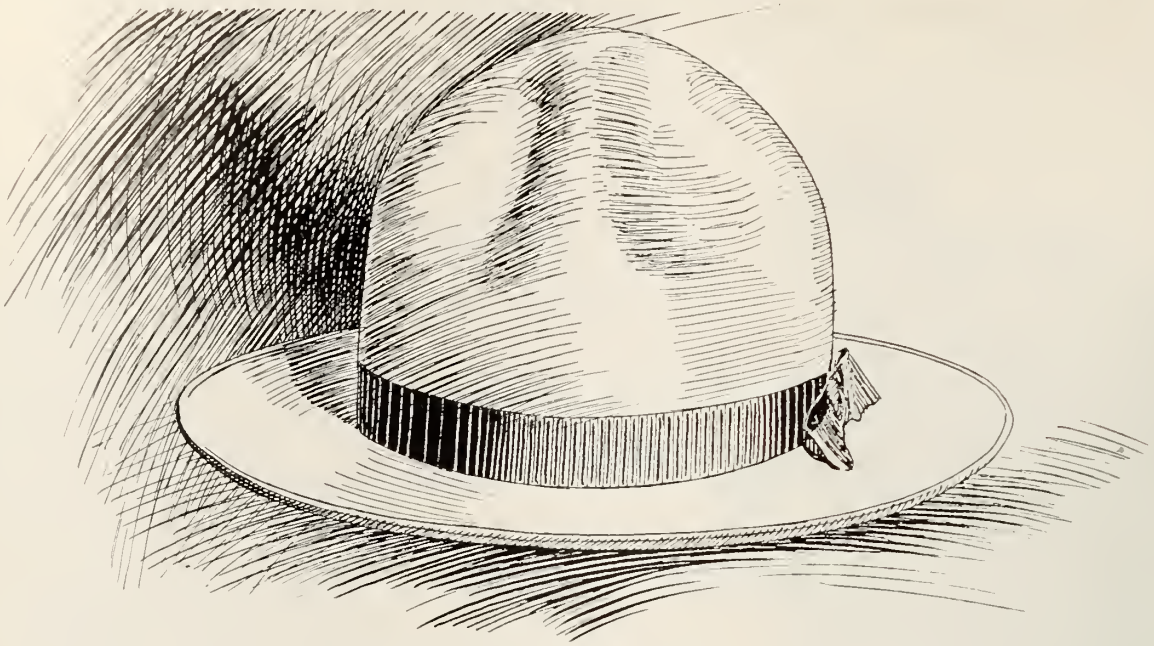
OUR MODELS FOR SPRING, 1918, have proven how accurately we anticipated the future style requirements of the young men. It will interest you to see these remarkably attractive models. A line from you will bring these garments to you for inspection.

The Wearbest Clothing Manufacturing Company

Manufacturers of Stylish Clothes for Men and Young Men

149 Notre Dame Street West - - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



The "TROOPER"

A Novelty Military Model in

Wolthausen HATS

Just one of many new things.

It's one you'll like, but you'll like all the others, too.

Travellers now out.
Order early.

The Wolthausen Hat Corporation, Limited
BROCKVILLE, ONTARIO

Montreal Office:
Mappin and Webb Building

Toronto Office:
28 Wellington Street West

Connect with the H.G.B. Boys' Clothing Lines and get more of this Profitable Business

BE sure to see the values we are offering in our Spring showing, 1918, which is now in the hands of our travelling salesmen.

Every suit and overcoat we make is made to sell, and to stay sold. We can supply you with

Men's Suits, Young Men's Suits, Boys' Suits, Little Fellows' Suits, Separate Long Pants, Men's Overcoats, Young Men's Overcoats, Boys' Overcoats, Fall and Winter Clothes for Men, Young Men and Boys.

When will it be convenient for our Man to Call?

Helleur, Gariepy & Broderick, Limited

MONTREAL

Wholesale Manufacturers of Men's, Young Men's, Boys' and Juvenile Clothing

Office and Sample Room:
16 Craig Street West

Factory:
124 St. Lawrence Boulevard

Toronto Representative:
W. T. Eyre, 468 King Street West

Western Representative:
H. E. Robinson
Hammond Block, Winnipeg, Man.

Acme of Service

to be secured by centralizing your buying. Our house affords you this advantage. Get

ACME

Trade Mark

SERVICE NOW

Let us take care of your *FALL SORTING* and *SPRING, 1918, PLACING* requirements in:

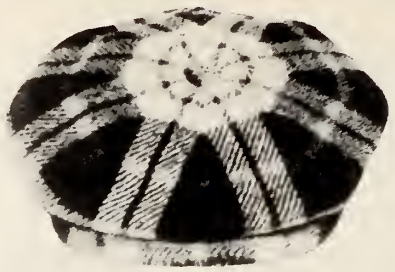
MEN'S

- Working Shirts
- Overalls
- Working Gloves and Mitts
- Fine Dress Gloves
- Riding Breeches
- Sweaters

Our *WELL-BALANCED RANGE* is now being shown by our travellers. We bespeak your inspection. You will find *QUALITY* and *PRICE* RIGHT.

—

ACME GLOVE WORKS
Limited
181 Vitre St. E. - MONTREAL



This is our leading immediate seller in

TEDDY BEAR PLUSH

A GREAT SUCCESS

Our full range for Spring, 1918, now being shown, includes many fully as good Sellers.

See our Salesmen, or write us for samples and prices.

Boston Cap Company
Wholesale and Retail Mfrs. of Hats and Caps
338 St. Urbain Street, Montreal

Scarce Goods and Exclusive Lines

In Men's Furnishings generally you will find that we can give you "something different" in the way of both goods and service. Get in touch with us.

We are now well prepared to fill orders in English Cashmere and Worsted Half-Hose, the better quality Woolen Gloves, Camel-hair Mufflers.

POPULAR BRITISH LINES.

We are Dominion Agents for:—

Young & Rochester's shirts, neckwear, dressing gowns, house coats, etc.

Tress & Co.—Hats, Caps, Straws, Service Helmets and Military Caps.

"Emcodine" and **"Glengardeau"** Trench Coats and **"Aquatite" Raincoats.**

In All Military Accessories

For R.F.C., C.E.F. and U.S. Army Officers and Cadets

We carry complete lines:—

Fox's Puttees, Trench Coats, Leggings, Belts, Triplex Goggles, Spurs, Crops and Whips, "Soldier's Friend" and other Polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Slickers, Caps and Khaki Socks.

Wreyford & Co.
Wholesale Men's Furnishers and Mfrs.' Agents
85 King Street West Toronto, Canada

If any advertisement interests you tear it out now and place with letters to be answered.

"Honest Work"

is to-day, as in the past, a characteristic of every suit bearing the "GOOD CLOTHES" Trade-mark.

And that is why good retailers everywhere find Gardner's "GOOD CLOTHES" a good selling line—real business builders—the style, fit and finish of which, while never glaringly unusual, always represent the very best in men's fashions.

B. Gardner and Company

Makers of "Good Clothes"

85 St. Catherine Street West - - Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

Taylor-Made

Double Bar Polished Steel Tube Racks

Made of All Polished Steel Tubing

Shipped K. D., requires no tools to set them up.

Mounted on ball socket rollers.

NET PRICES
F. O. B. FACTORY

6 feet long, 6 posts - - $15.00
8 feet long, 6 posts - - $18.00
10 feet long, 6 posts - - $20.00

Model A

The Taylor Mfg. Co. Hamilton Ontario

THE LINE THE DEALERS LIKE

There are a few good brands of Overalls made in Canada, and a number of them offer fair propositions to dealers.

But Brotherhood garments combine all the good features from both the dealers' and customers' standpoint that make them best for everybody.

Our modern plan of selling Brotherhood Overalls direct to you—no middleman's profit, nor salesman's expenses—is a success. It means more money from your overall department. The material is the most serviceable, the workmanship and general style, satisfactory. All sizes, styles and colors always in stock.

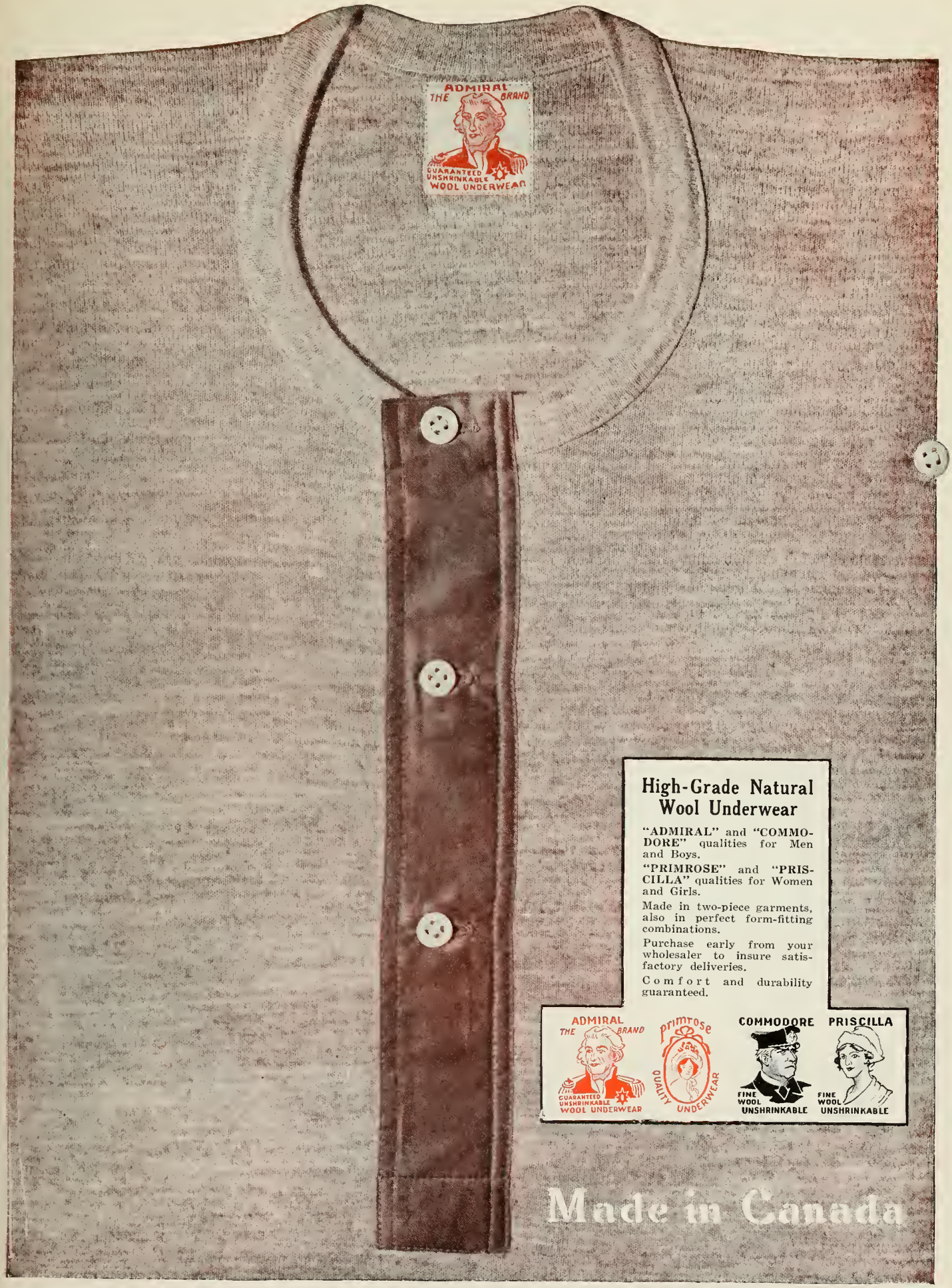
These are but a few of the points that make the Brotherhood the Line you will like.

Write to-day for our attractive proposition for dealers.

BROTHERHOOD

H. S. PETERS, LIMITED

WELLAND, ONTARIO



High-Grade Natural Wool Underwear

"ADMIRAL" and "COMMODORE" qualities for Men and Boys.

"PRIMROSE" and "PRISCILLA" qualities for Women and Girls.

Made in two-piece garments, also in perfect form-fitting combinations.

Purchase early from your wholesaler to insure satisfactory deliveries.

Comfort and durability guaranteed.

ADMIRAL THE BRAND GUARANTEED UNSHRINKABLE WOOL UNDERWEAR

primrose QUALITY UNDERWEAR

COMMODORE FINE WOOL UNSHRINKABLE

PRISCILLA FINE WOOL UNSHRINKABLE

Made in Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Write for Samples and Prices of These Four

On this page we have illustrated four items which for timeliness, for quality, and for value are typical offerings of the

H.B.K. BRAND

Immediate delivery can be made of these goods. Our road representatives are now out with a very complete range of samples for Fall sorting and for Spring, 1918, placing of

Fine Dress Gloves
For Men, Women and Children

Fine Fabric Gloves
For Men and Women

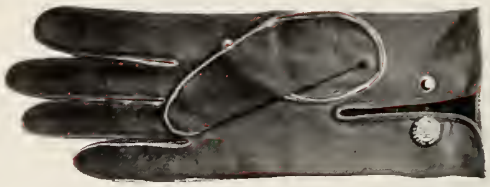
Also our full lines of

Heavy Work Gloves and Mitts

You will find our prices right, and our goods altogether in keeping with the high standard of excellence which the trade has grown to expect from this house.

The Hudson Bay Knitting Co.
Limited

294 Lagauchetiere Montreal



No. 5350-4—Men's Grey Prix-Seam Unlined Gloves, one button at wrist, fancy decoration on back. Sizes from 7 to 10, including quarter sizes.

No. 2676—Men's Brown Suede Gloves, wool-lined, one button at wrist. These are made in sizes from 8 to 10½.

No. 2682—Men's Brown Suede Gloves, lined with a striped wool lining, a tight-fitting wrist with button strap. Sizes 8 to 10½.

No. 4640 — "Pinto" Shell Cordovan Men's Horsehide No. 1 Moccasin, hand-sewn, grey split top, 7 eyelets, braid bound. Sizes from 7 to 12.

Drop us a line to-day and we'll be glad to send you samples and prices of these four especially timely offerings.

Get the Trade of the Well-Dressed Man

The particular man—the man who demands style, fit and individuality in his clothes — will find his most exacting requirements fully covered in the Spring, 1918, assortment which we are now showing.

And for the man whose tastes run along more conservative channels we offer clothes that are subdued, comfortable and correct.

See these values before closing your Spring Order.

Kaplan, Samuelsohn & Co.

MONTREAL

TRADE W.G.R. MARK

PYJAMAS

The "Comfort" Kind

Extend your pyjama business by stocking goods with a reputation for comfort and durability.

We are extending ours by making them.

Sizes are liberal, especially in the trouser seat in the larger sizes.

Cloths used are made for pyjamas, and each garment is made up to the W. G. & R. standard.

Each successive season records an increased business in this department.

Our new Spring samples are now in the hands of our salesmen.

The Williams, Greene & Rome Company, Limited

KITCHENER, CANADA

"The Excellence of the product has established the brand"

If any advertisement interests you, tear it out now and place with letters to be answered.

"VIMY"

An Aristocrat

Dealers everywhere are ordering and re-ordering for good business reasons. "Vimy" has captured men's desire for something new, but not freakish, just like "Somme" did.

It has the special W. G. & R. selling points—*tie space* for comfort, the untearable *slip-on button-hole* for wear, and *lock front* for fit.

All sizes, 13 to 17. Quarter sizes from 13¾ to 16¾. We can ship promptly.

TRADE W.G.R. MARK

COLLARS

The Williams, Greene & Rome Company, Limited
KITCHENER, ONTARIO

"The excellence of the product has established the brand"

If any advertisement interests you, tear it out now and place with letters to be answered.

SHIRTS 1918

TRADE W.G.&R. MARK

We point with pride to the many merchants who have made a success in business by selling W. G. & R. goods.

Just now, when the war makes it very difficult to obtain dependable merchandise, men are looking more and more for the W. G. & R. label.

Our long-established connection with the best domestic and foreign mills enables us to produce the most reliable goods obtainable.

The new line is bright and attractive, especially our beautiful variety of silks for

Spring 1918

Our representative will submit our range to you.

The Williams, Greene and Rome Co., Limited
KITCHENER, CANADA

"The excellence of the product has established the brand"

If any advertisement interests you, tear it out now and place with letters to be answered.

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7 TORONTO, OCTOBER, 1917 No. 10

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

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Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*
A. B. Caswell, *Montreal Representative.* Norman Mackintosh, *Associate Editor.*
C. W. Byers, *Western Representative.* R. L. Netherby, *Ontario Representative.*

CHIEF OFFICES.

CANADA—Montreal, 128 Bleury St., Southam Bldg., Telephone Main 1004. Toronto, 143-149 University Avenue, Telephone Main 7324; Winnipeg, 1207 Union Trust Building, Telephone Main 3449.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States, $2.50 a year; Other Countries, $3.00 a year; Single Copies, 10 cents. Invariably in advance.

The Overalls are so well made and the name is so well known that customers continually come back for more

The Overall trade just now is worth extra consideration on the part of live retailers owing to advancing prices made necessary by the great demand for cotton materials.

We are prepared to make quick deliveries.

CARHARTT OVERALLS

as well as Combination One-Piece Allovers, also Working Pants of Khaki, Corduroy and Cottonades

AND GLOVES

Hamilton Carhartt Cotton Mills, Limited

TORONTO UNIT

TORONTO VANCOUVER LIVERPOOL MONTREAL WINNIPEG

MILNE NECKWEAR NEWS

A new Fall novelty on satin ground of which we have an extensive range---price $5.50 per dozen.

Look for the other Milne offerings. New lines continually arriving to sell from $2.25 to $10.50 per dozen.

WILLIAM MILNE

50 YORK STREET :-: TORONTO

CHALLENGE BRAND

The Hunting Man Needs an "Arlington" Collar

When he hikes away to the haunts of the deer and the moose, the hunter lays aside the garb of civilization for the time being.

Especially does he free him-self from the starched linen collar, and yet the advisability of packing away a nice, clean collar, for the coming back to town, appeals to him.

Here is where the *"ARLINGTON"* Waterproof Collar comes in, offering *you* an opportunity to secure a nice extra bit of profit.

The *"ARLINGTON"* can be stowed away in his kit without risk of being soiled or injured, and when he touches the fringe of civilization again he has, to all intents and purposes, a slick, newly-laundered linen collar.

"ARLINGTON" Collars have a real, linen-like finish, stitched edges, and are made in all the popular styles (½ sizes).

Stock now and feature *"ARLINGTON"* suitability for the Hunting Man.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

MAKERS SINCE 1889

In the estimation of the average man

A Suit of Underwear

is a more important item than a

COAT OF ARMS

You can earn a man's good-will and win his permanent trade by selling him Underwear that will give him thorough satisfaction.

Fit, feel and finish are the great points of importance that go to make up Underwear Comfort. These are outstanding features of

Atlantic Underwear

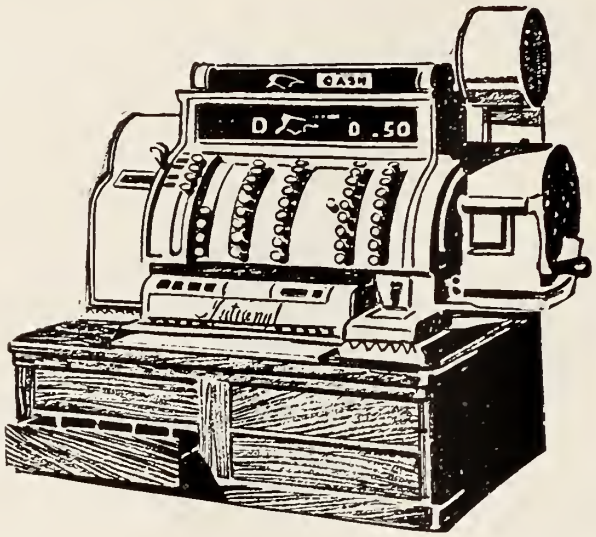
and when combined with the unshrinkable qualities of every Atlantic garment and the superior value you have a line that will win permanent friends for the dealer who features Atlantic Underwear.

We have doubled our output in the last two years, yet had to turn down a large number of orders for this season. Ask your wholesaler to show you the Atlantic lines for next season, and insure having these popular garments on your shelves for 1918.

Atlantic Underwear
Limited

Moncton, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.



The Experience of Successful Merchants

YOU would welcome the advice of over 1,000,000 successful merchants as to the best and most efficient way of conducting your business.

This is precisely what you get when you install a modern up-to-date National Cash Register. For over thirty years the National Cash Register Company has received suggestions from merchants all over the world as to the best way of perfecting Cash Registers. These ideas are put in practical operation by our expert mechanics—and the result is a machine which is almost human in its workings. In one particular it differs—it never forgets—it never makes mistakes.

A National Cash Register will relieve a merchant of needless work and worry. It will give him time to look after the bigger things in his business.

It is to your interest to write us to-day. We will show you how a National Cash Register will save you money.

The National Cash Register
Company of Canada, Limited
TORONTO - - - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VII. TORONTO, OCTOBER, 1917 NO. 10

Conscription and Business

CONSCRIPTION—The Bug-a-Boo of Many—the political foot-ball of the past few months—seems on the point of becoming a fact in Canada. Perhaps before this issue gets to the trade a definite call for men will have been made.

Naturally the effect on all business will be watched with the greatest interest. Perhaps, however, the Men's Wear Trade is most closely affected—perhaps those connected with this class of business need most to study the present situation.

MEN'S WEAR REVIEW has, in the past few weeks, been making every effort to determine the effect, which the coming into force of the military act will have upon the men's wear trade. Weighing one fact with another *it begins to appear that the actual enforcement of this measure will do rather more good than harm.* The thought of the coming of the act, in fact, has deterred many young men from making purchases. The thought, in short, made *every* man who will come in the first call feel reluctant to spend any money.

When the measure actually goes into force there will come a change, for then it will be quickly determined which ones of the unmarried men between 20 and 34 years of age are to go into the army, and which ones are to remain in civil life.

At the present time the air is full of rumors. There are those who say that not the 100,000 mentioned in Sir Robert Borden's first announcement will be called out, but that only a certain percentage of this number will at first be summoned—a number sufficiently large to guarantee the going forward of proper reinforcements, but not so large as would be difficult of handling by the military machinery, now in Canada.

MEN'S WEAR REVIEW knows nothing of this. It will be wiser to look upon the question in its most drastic form and to consider for the time being that 100,000 unmarried men from 20 to 34 years of age will be very shortly called to the colors. It is that situation which has been suggested to certain representative merchants when their opinion as to the effect of this conscription measure was sought by MEN'S WEAR REVIEW.

The opinion of these men deserves careful consideration. Collectively they have found, we believe, a very fair estimate of the difference which the enforcement of the military act will bring. *Theirs is, indeed, a declaration of faith in the situation—an expression of belief that not only will the military act be put into effect but that it will not have any very harmful influence on the men's wear business.*

A Hamilton merchant—whose name is not mentioned for reasons which will be obvious—states that he knows Hamilton; that he has estimated, he believes accurately, the number of men who will be taken from that community; he has estimated the loss in business which their going into khaki will mean; he has estimated the loss which will come to the men's wear business specifically; he has estimated that the loss in his own turnover will be $2,500. This is only a small part of his turnover. He states that losing that much business might mean a personal loss to him of something like $25.00. He says he will be quite willing to stand this and say nothing about it; says however, he thinks it will be his duty to make that turnover up in other ways; says, moreover, he believes this can be done.

Another merchant, in a city which has been profiting from the munitions business, gives his unqualified opinion that the actual putting into force of the military act will have a beneficial effect on his business.

(Continued on next page)

This man quotes some of the opinions given above—says he has had many men look at a suit of clothes and then determine not to buy until they were certain what was going to happen. This has been more especially the case in the last few weeks.

The passing of the measure, this merchant feels, may cause a lull in business while the medical examination and appeals before the proper Exemption Board are taking place. After that however—after it is definitely known who is to go and who is to stay—it is felt the buying from those who are to remain in civil life will be more free than has been the case for several months.

Moreover it begins to appear, as this merchant points out, that the delay in determining who is to join the army and who is to continue the regular activities of civil life will not be very great. Examination boards are already being appointed and men coming in the class from which the call is to be made may at any time go before these to determine their physical qualifications for service. Those who are, by these boards, pronounced physically unfit for military life will at once be settled in mind and become again normal purchasers.

An interesting announcement is made by Shannon & Grant of Hamilton, relating to the military act—an announcement which is evidently framed in the hope of putting an immediate stop to the hesitancy to purchase shown by men coming within the 20 to 34 year age limit.

A sample announcement of this firm is illustrated herewith. It will be noted that they guarantee to return to any man drafted for the army, the purchase price of goods bought at their store from now until the end of the year—they ask that the goods purchased be returned to them at the time the refund of the purchase sum is asked, and promise only at present to make this refund to any man drafted before the end of this year.

It is a startling announcement—one however, which should have great effect.

A Toronto hat dealer—and the exclusive hat houses have supposedly been most hard hit by this conscription proposal—has estimated that he may probably lose upwards of 1,000 customers. He figures that each customer buys three hats a year and estimates, therefore, that before the year is over, he may lose sales of 3,000 hats. It is a large number but not such a large percentage, after all, of this men's business.

This dealer, perhaps, is too optimistic, but he states that before the third hat time comes around the conscription measure may be a dead letter. *Anyway, he says there are continually men getting out of khaki and back into civilian clothes who will, to a certain extent, make up for losses resulting from the men drafted into the army.*

This is a point which all men's wear dealers might bear in mind. The time has come when many men are returning to civil life. They want practically complete outfits of clothing, and have, fortunately, the money with which to buy these outfits.

Then there is, of course, the fact that the soldiers themselves will need a good many lines carried by the men's wear dealers. The Government equipment is good, but hardly fills the needs of many of the men.

Conscription, indeed, seems just another chapter in perhaps the most trying and at the same time the most interesting trading period which the world has ever known. Any anxiety it brings to the men's wear trade, and any loss, if there should be loss, will after all be cheerfully borne by men who appreciate that their anxiety and sacrifice is as nothing compared with that made by those who have actually gone, and are going, overseas.

CORNER JAMES AND REBECCA STS.

Conscription Buyers Are Exempt

An Appeal to Young Men 20 to 35 Years of Age

REALIZING that the Military Service Act is about to be enforced and with the view to protecting the interests of every young man, we have decided to make a phenomenal offer—one that is unbeatable and patriotic and one which we are sure will meet with the heartiest co-operation of every money-saver. It is a simple story, interesting and worthy of your most serious thought. Here it is:

Every citizen of Hamilton and the surrounding country within a radius of 25 miles that purchases a SUIT OR OVERCOAT from us between the 8th day of Sept., 1917, and Jan. 1st, 1918.

AND YOU ARE DRAFTED and wearing the khaki before the 1st of January, 1918, may have the remarkable privilege of **returning the Suit or Overcoat** bought from us, with our bill showing date of purchase and we will gladly refund the full amount of original purchase price.

Our reason for making this offer to you is that many of our customers have refused to buy their new fall suits and overcoats for fear that they would not be able to wear them for long. Your loyalty to your King and to this store is deeply appreciated, and the offer guarantees your present necessity, and is the result of a pledge that we made when opening up in business just over one year ago that your needs would always have our first consideration.

The remarkable, attention compelling, hesitation dispelling advertisement of Shannon & Grant, Hamilton. What is here reproduced, of course, is merely a section from a large business announcement.

PRESENTS FOR THE BOYS IN THE TRENCHES

The Buying of These Presents Will Come in November—Now the Time to Make Sure of Stocks—Now the Time to Plan the Selling Campaign.

AND the evening and the morning were the third Christmas of the war.

Looking ahead it seems certain the boys from Canada will be somewhere in France—advancing somewhere in France—when here the bells are ringing out the tidings, those strange, old-fashioned goodly tidings of peace—on earth good will toward men.

It will be a hard Christmas for those overseas and for those whom they have left. A holiday far away from home and friends is perhaps the bluest day imaginable, unless a holiday for those left behind is even bluer. But there is solace for the one away, and comfort for those left behind, in the gift received and given. And so, from the Maritime and the Prairies—from old Ontario, and criticised Quebec—will go, this November, a flood of parcels—presents for the lad in France, for the wounded man in the hospital, for the boy still in England, waiting for the call.

More in November Issue

Now these presents to the soldiers will have to be all away from Canada by the end of November, in order that delivery in England and at the front may be made on Christmas or before. November, therefore, will be the big month for selling the goods suitable for presents. But October is the month in which to plan for those November sales. The goods can't be sold if they ain't in stock. Now is the time when stocks should be scrutinized and plans formulated for drawing attention to these goods.

Men's Wear Lines the Thing

Perhaps the trade has as much to offer suitable for presents as has the men's wear trade. It simply remains for the men's wear dealers, therefore, to see that people generally realize that at the men's wear stores are to be bought what the son, brother, cousin, pal, who is overseas, will appreciate as a Christmas gift.

In the November issue Men's Wear Review will give full details as to final date for posting Christmas packages; as to regulations regarding packing; as to method of address; as to postage—an important point, for people will be sending Christmas parcels who have through the year sent nothing to those overseas, who therefore know nothing of postage required. November will be time for this information, since MEN'S WEAR REVIEW will get to all readers in the first two or three days of that month. But right now something may well be said on the question of stocks, and as to plans for advertising these stocks.

Some Appropriate Gifts

What will be suitable for presents?

The experience of other years will help here. There are so many suitable lines. Start from the soldier's feet and work up, and at almost every stage there is to be noted a suitable present. Socks? Why of course. Shoe packs or trench boots? What better. Underflannels? No question of it, those the boy has are probably not his alone. They might well be consumed by fire. Shirt? That too will be appreciated by officer and man. Braces? If the recipient doesn't need them he is certain to have a pal who does—a pal who is in great danger of becoming a Highlander minus the kilt. Batchelor buttons? Another cracker-jack present this to fill out a parcel. A belt It will help keep the boy warm. A pair of khaki walking breeches? They would be appreciated, and we all must remember the regulations over there, don't forbid the use of these. Red tape has been pretty well relegated to the very back trenches. Mits, sweaters, sweatercoats, mufflers, knitted helments, mackinaws? Oh what could be more suitable as a present for those fellows who will harry the hun through the bleak days of Winter.

And Accessories

And there are many other lines—a comb and brush—a shaving brush—shaving soap, in whatever form the soldier boy prefers—tooth paste—razors—razor blades—would these be welcome? Imagine the trenches. Would they?

It is not intended to make a catalogue of what would be suitable for presents. The foregoing merely gives the suggestion, but every merchant can fill in the details for himself. And then he can estimate what he may sell, and at once provide against these orders—getting his stock sorted up to the right degree.

But having the stock of presents assured there remains this preparation of plans to attract the business. As has been said these presents will have to be out of Canada not later than December 1—perhaps a little earlier this year, but that will be definitely announced in MEN'S WEAR REVIEW of November.

The drive for this business in presents for the boys overseas, therefore, will have to commence early in November—not later than the seventh perhaps. It's time, then, to plan the details of the campaign.

Getting the Details Ready

There will be advertisements to run in the papers telling of the presents you can supply for the boys. Plan those advertisements now. There will be window trims required to attract attention and draw sales. Perhaps you'll want some special backgrounds. Get them ready now—get the idea of the window trim in mind.

You may want to send out some circulars. Well, get them ready. Have them printed as soon as you can and be all ready to launch this drive for business with a rush.

And it will be a winning point to offer to look after shipping the parcels. Many dealers found this a great leaver for getting business last year.

A Remembrance From Merchants

The merchant, moreover, might send in each parcel a little message to the soldier boy. He'll be coming back before long. Not in every case alas, but in the majority. He'll be a fine customer of yours in the future, or of some one else. To be remembered in some little way at Christmas will make him think kindly of your firm.

In one month this first Christmas shopping season will start. Time to prepare.

GOING OUT AFTER CLOTHING ORDERS

Several Retailers Discuss the Advisability of This—Some Clerks Lack Capacity For Outside Soliciting—Proper Methods Usually Productive of Good Results—Some Localities Not Favorable—Care Required in Use of Telephone

COMPETITION is undoubtedly getting keener every day. Business men are mostly becoming better business men, and consequently harder opposition for each other. Mail order houses and departmental stores are increasing in size and efficiency, and all along the line, the word is "speed up," if you wish to be in the front line of the trade battle.

One of the means adopted by some of the men's wear merchants throughout the country, as a help to offset these conditions, has been the system of going outside their business premises, and by personal canvass, soliciting business, more particularly along the lines of special order tailoring. To many this seems contrary to the established principles of their business, to others it is at best a doubtful experiment, but like every new movement, it should be thoroughly considered from every angle before being condemned, or, on the other hand, too hastily adopted.

In order to get the opinion of the trade along these lines, MEN'S WEAR REVIEW sent a letter to a number of aggressive subscribers and many of the answers were interesting to pass on to the readers of this paper.

That opinions differ, is evident—that the matter has been thoroughly considered by many is also evident, and once more let it be emphasized that the successful man should not be inclined to thoughtlessly scout any ideas until he has gone into them thoroughly.

The questions asked were three: (1) What do you think would be the result of adopting the policy of employing outside salesmen whose duty it would be to bring to the store customers for special measure business? (2) Is it possible to have clerks work outside part of the time or in the evenings, or would that interfere with the clerk's work in regular hours? (3) Are you able to use the telephone as a selling medium for boys' clothing, etc.?

Some Opinions

The first question is, of course, the leading one, and should receive the most consideration. J. E. Magee, of D. Magee & Sons, Ltd., St. John, N.B., writes: "Providing the salesman is the right sort, every customer brought in to get a made-to-measure suit or overcoat, will be made a permanent customer, granting he gets satisfaction."

F. R. Smith of Oak Hall, Hamilton, says: "I think the plan of having a salesman devoting part of his time to canvassing for outside business, a good one, during business hours. Any and every salesman cannot do this work. He must have a liking for it, and each prospect should be prepared for a visit from the salesman by a letter from him personally, or from the proprietor."

W. B. Moore, of T. L. Moore & Co., Galt, while stating that their firm is devoting themselves largely to ladies' lines, goes on to say: "But I think same conditions apply to women's goods as men's, and think, too, that something will have to be done by retailers outside of large cities to offset the mail order business, and probably some of the methods you suggest could be applied and would, I believe, work out to the advantage of those who would adopt them."

"These three letters give a good idea of the favorable replies received, and it would be profitable to analyze the ideas expressed by them.

Clerk Must Be Adapted for This Work

The most important features is that the work of outside canvassing cannot be done successfully by any and all clerks. Many a man, who is a first-class salesman behind the counter, is lost when it comes to outside canvassing. His whole selling methods are askew. Instead of the customer coming to him, he is going to the customer, and the selling talk used behind the counter will not avail on outside work. An instance in point was brought to the attention of MEN'S WEAR REVIEW some time ago. The merchant in question, was located in a small railroad town, in an isolated place, but serving a large but sparsely settled territory. Adjacent to his town were a number of lumber camps, section gangs, construction gangs, station agents, operators, etc. He handled a line of special order clothing, nationally known, in which he did a good business with his town customers. He noticed, however, that his opposition was sending a man along the line to take orders, and one day, while at the express office, saw no less than thirty of his opposition's brand of suits being distributed to various points along the line. This thoroughly awakened him to the necessity of going after this business. He went back to the store, called his head salesman aside and told him what was happening. The upshot was that an agreement was reached whereby this man would spend one week out of each month on the road, and a small commission was to be paid him for every suit or overcoat secured over and above his salary. The first week he brought in no orders, the second week two, the third week one. It was very evident that the experiment was not paying. This man's expenses, while out of town were heavy, and he was also a very valuable man in the store, one whose absence was a big handicap to the regular business. The idea was about to be abandoned, when one of the junior clerks asked to be allowed to take a try. As a forlorn hope, he was given a chance. The first week he was out he brought in twelve orders, and seldom from then on did he run less than five or six, and from that to twenty orders each trip.

This man had struck his niche; he was adapted to this method of securing business, and the strange feature of it was that he could not compete with the first man, when both were behind the counter.

This little incident is related to show how necessary it is that the right man should be secured before results can be expected. Possibly the best way to find out the right man is to try out one or two of your clerks and let results determine the suitable one.

Should Be a Means of Drawing Trade

With the right man on the job, perhaps for many businesses, the method of outside canvassing cannot fail to be a success, and a string that will draw other trade into the store. An order, for instance, may be secured from a man who is not a regular customer of the store. This party is encouraged, not to have his suit sent to him, but to call at the store so that he can have a try-on and see if everything is satisfactory. Good salesmanship then has the opportunity of selling this party his shirts, ties and other items that are generally procured to wear with men's clothing. If care is taken to see that absolute satisfaction is given, it is probable that the next time this man needs suit or overcoat, he would not have to be gone out after, but would come of his own volition to the store for his requirements.

Going out for special orders, to be thoroughly successful, includes, therefore, the correct handling of the customer even after measured up for his first suit. It is the repeats that make the bank balance grow.

Some Localities Not Adaptable

There is, however, no gainsaying that there are businesses and localities where this method of canvassing for orders would possibly have a deterrent influence and do the merchant more harm than good.

Duncan's Limited, Sherbrooke, Que., write: "We are not impressed with the canvassing method or a use of the telephone as a means of increasing business. We want all the business we can get in a good, businesslike way with good merchandise and a liberal use of the newspapers. This we have found in the past quite satisfactory. Other business houses doing a different class of trade

(Continued on page 46)

AUTOMOBILE AS PRIZE BOOMS SALES

O'Connell's, Limited, of Victoria, B.C. Increase Business by $15,000 in Four Months
How the Selling Scheme Worked—Big Outlay Necessary, But Results Big.

NO DOUBT about it. Everybody does like to get something for nothing—everybody likes to take whatever steps are necessary to get in line for a prize. Hence the success of a scheme adopted by O'Connell's Limited of Victoria, Vancouver Island, to stimulate their business last Fall and early Winter. MEN'S WEAR REVIEW is telling about this now as there are ideas here which perhaps will be of value to merchants planning their selling campaign for the last month of 1917.

And again it would be wise to sound a note of explanation. MEN'S WEAR REVIEW realizes that no scheme is good everywhere. Mr. O'Connell advises that the plan to be outlined was very effective with them. Probably some similar plan would be equally, or even more effective in other places. On the other hand there would be districts where it would not work at all. The point, however is that considering this scheme will make every dealer consider the question of taking steps to stimulate his own Fall business—no matter how good trade is a little stimulation is an exceedingly good thing. It keeps up interest in the store—guards against people forgetting about the store.

Something Seemed Needed

It was just about this time a year ago that O'Connell's Limited felt that steps should be taken to draw attention to their place of business—to ensure sales of a good proportion of the men's wear being sold in Victoria. It was therefore decided that an automobile should be awarded as a prize.

Of course there were points which had to be carefully considered. As MEN'S WEAR REVIEW has pointed out the Lottery Act and the Trading Stamp Act have spoiled many selling schemes which to merchants seem absolutely legitimate. However, there was no infringement of the Act in this city—certainly no objection was made to the competition.

How the Plan Was Worked

A large jar containing beans was placed in the window, and showcard, and newspaper advertising, drew attention to this advising the shoppers of the district that an automobile was to be given as a prize to the one estimating most nearly the number of beans in that jar.

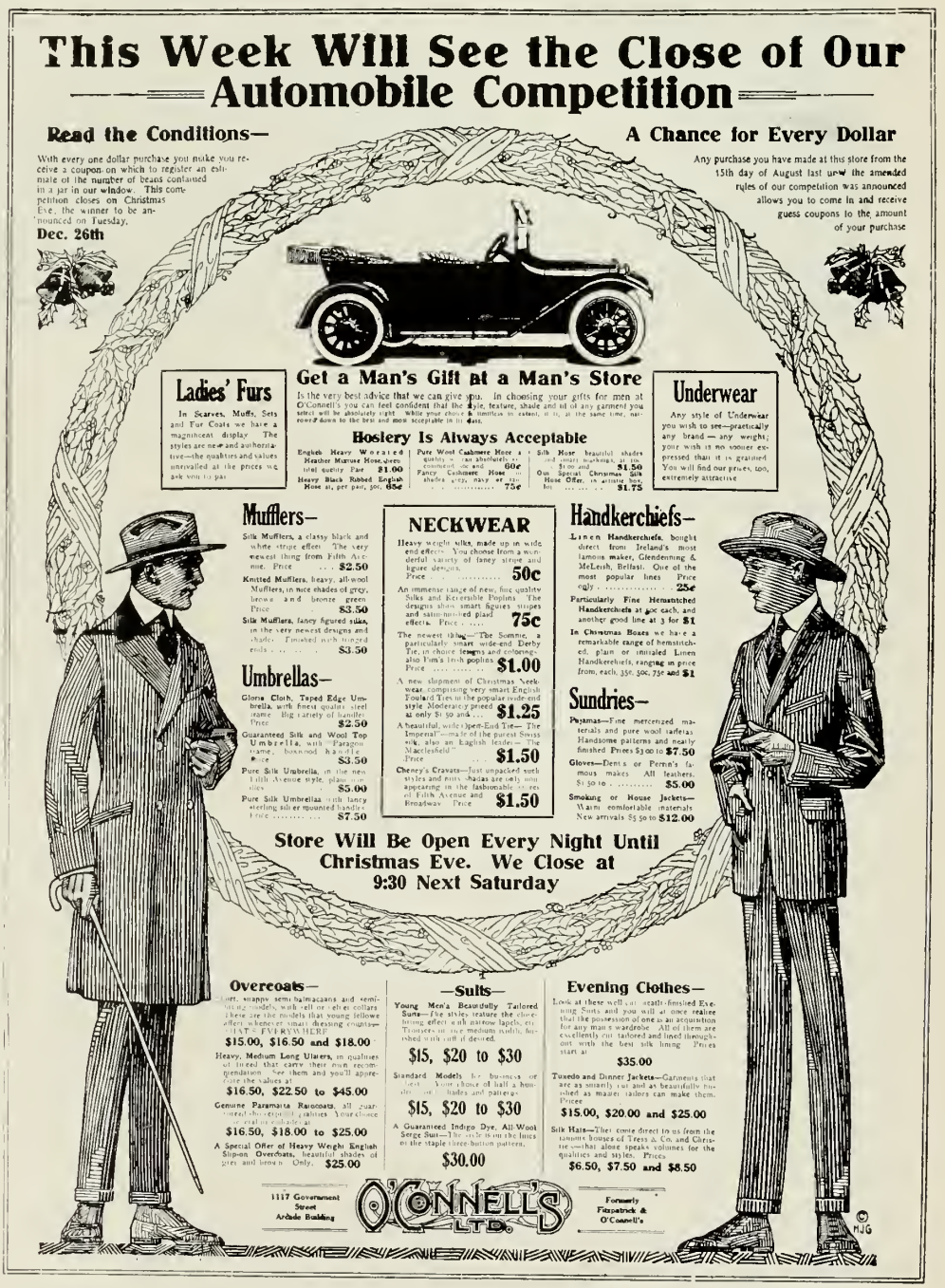
The car—a Chevrolet—was placed on Exhibition itself inside the store, and for the four months that the contest lasted, attention could not stay very far away from this.

With every purchase of one dollar, a coupon was given upon which the purchaser would estimate the number of beans and sign their name.

Some may think that this advertising scheme—for it was nothing more or less—was expensive. Mr. O'Connell says that a good deal of money was spent, but that it was spent profitably. The car itself cost $775. It was charged up to advertising, the amount being divided into four payments. There were some other items of course that had to be considered in the outlay—cost of advertising in the newspapers probably being an important one. However, all these taken together did not exceed the $1,000, and as a result of this selling scheme, largely, the Fall business increased $15,000 over the corresponding period of the preceding year.

Meeting an Objection

Here, by the way, is the answer to those who will contend that such a method as this simply means that a lot of people pay for a prize which one receives. An increase of $15,000 in the turn over for four months unquestionably means a decrease in the overhead


This Week Will See the Close of Our Automobile Competition
Read the Conditions—
With every one dollar purchase you make you receive a coupon on which to register an estimate of the number of beans contained in a jar in our window. This competition closes on Christmas Eve, the winner to be announced on Tuesday,
Dec. 26th
A Chance for Every Dollar
Any purchase you have made at this store from the 15th day of August last until the amended rules of our competition was announced allows you to come in and receive guess coupons to the amount of your purchase
Get a Man's Gift at a Man's Store
Is the very best advice that we can give you. In choosing your gifts for men at O'Connell's you can feel confident that the style, texture, shade and fit of any garment you select will be absolutely right, while your choice is limitless in extent, it is, at the same time, narrowed down to the best and most acceptable in its class.
Ladies' Furs
In Scarves, Muffs, Sets and Fur Coats we have a magnificent display. The styles are new and authoritative—the qualities and values unrivalled at the prices we ask you to pay.
Bostery Is Always Acceptable
English Heavy Worsted Heather Mixture Hose, given total quality. Pair $1.00
Heavy Black Ribbed English Hose at, per pair, 50c, 65c
Pure Wool Cashmere Hose a quality is rare absolutely unexcelled, one and 60c
Fancy Cashmere Hose shades grey, navy or tan 75c
Silk Hose beautiful shades and smart markings, at the $1.00 and $1.50
Our Special Christmas Silk Hose Offer, in artistic boxes $1.75
Underwear
Any style of Underwear you wish to see—practically any brand—any weight; your wish is no sooner expressed than it is gratified. You will find our prices, too, extremely attractive
Mufflers—
Silk Mufflers, a classy black and white stripe effect. The very newest thing from Fifth Avenue. Price $2.50
Knitted Mufflers, heavy, all-wool Mufflers, in nice shades of grey, brown and bronze green Price $3.50
Silk Mufflers, fancy figured silks, in the very newest designs and shades. Finished with tassel ends $3.50
NECKWEAR
Heavy weight silks, made up in wide end effects. You choose from a wonderful variety of fancy stripe and figure designs. Price 50c
An immense range of new, fine quality Silks and Reversible Poplins. The designs show smart figures, stripes and satin-finished plaid effects. Price 75c
The newest thing—The Somme, a particularly smart wide-end Derby Tie, in choice browns and colorings, also Tom's Irish poplins. Price $1.00
A new shipment of Christmas Neckwear, comprising very smart English Foulard Ties in the popular wide-end style. More than a pretty $1 50 and $1.25
A beautiful, wide Apert-End Tie—The Imperial—made of the purest Swiss silk, also an English leader—The Macclesfield. Price $1.50
Cheney's Cravats—Just unpacked with styles and mixtures shadas are only now appearing in the fashionable shops of Fifth Avenue and Broadway. Price $1.50
Handkerchiefs—
Linen Handkerchiefs, bought direct from Ireland's most famous maker, Glendenning & McLeish, Belfast. One of the most popular lines. Price only 25c
Particularly Fine Hemstitched Handkerchiefs at 40c each, and another good line at 3 for $1
In Christmas Boxes we have a remarkable range of hemstitched, plain or initialed Linen Handkerchiefs, ranging in price from, each, 35c, 50c, 75c and $1
Sundries—
Pyjamas—Fine mercerized materials and pure wool taffetas. Handsome patterns and neatly finished. Prices $3.00 to $7.50
Gloves—Dents or Perrin's famous makes. All leathers, $1.50 to $5.00
Smoking or House Jackets—Warm comfortable materials. New arrivals $5.50 to $12.00
Umbrellas—
Gloria Cloth, Taped Edge Umbrella, with finest quality steel frame. Big variety of handles. Price $2.50
Guaranteed Silk and Wool Top Umbrella, with Paragon frame, boxwood handle. Price $3.50
Pure Silk Umbrella, in the new Fifth Avenue style, plain or fancy handles. Prices $5.00
Pure Silk Umbrella with fancy sterling silver mounted handles. Price $7.50
Store Will Be Open Every Night Until Christmas Eve. We Close at 9:30 Next Saturday
Overcoats—
Short, snappy semi-balmacaans and semi-ulsters, with roll or rubber collars. These are the models that young fellows affect, whether for smart dressing or for every-day wear.
$15.00, $16.50 and $18.00
Heavy, Medium Long Ulsters, in qualities of tweed that carry their own recommendation. See them and you'll appreciate the values at
$16.50, $22.50 to $45.00
Genuine Paramatta Raincoats, all guaranteed thoroughly rubberized, in a variety of styles at
$16.50, $18.00 to $25.00
A Special Offer of Heavy Weight English Slipon Overcoats, beautiful shades of grey and brown. Only $25.00
—Suits—
Young Men's Beautifully Tailored Suits—five styles, feature the close-fitting effect with narrow lapels. The Trousers are of medium width, finished with cuff if desired.
$15, $20 to $30
Standard Models for business or street. Your choice of half a hundred fine tweeds and patterns.
$15, $20 to $30
A Guaranteed Indigo Dye, All-Wool Serge Suit—The style is on the lines of the staple three-button pattern.
$30.00
Evening Clothes—
Look at these well cut, stealth-finished Evening Suits, and you will at once realize that the possession of one is an acquisition for any man's wardrobe. All of them are excellently cut tailored and lined throughout with the best silk lining. Prices start at
$35.00
Tuxedo and Dinner Jackets—Garments that are as smartly cut and as beautifully finished as master tailors can make them. Prices
$15.00, $20.00 and $25.00
Silk Hats—They come direct to us from the famous houses of Tress & Co. and Christie—what alone speaks volumes for the qualities and styles. Prices
$6.50, $7.50 and $8.50
1117 Government Street Arkade Building
O'CONNELL'S LTD.
Formerly Fitzpatrick & O'Connell's

Reproduction of full page ad. run during the Automobile Competition held by O'Connell's, Ltd. The stress is not by any means confined to the automobile — value in all lines is the big point.

Interior view of O'Connell's, Ltd., store, Victoria, B.C. The clothing department shows only indistinctly. It is perhaps the best department in the fine store.

percentage and should rather enable the selling of goods at a better price than necessitate their selling at a higher figure.

From the first great interest was taken in the competition by the people of Victoria and the neighboring country. Men, women and children took the coupons upon which they could estimate the number of beans and on Christmas eve, when the winner of the contest was to be decided, it was discovered that no less than 40,000 coupons had been handed in. The number of these—and the crowd in the store made it impossible to announce the prize winner before the holiday. However the work of checking was done with such little delay that the winner was decided upon early the next week.

There would, of course, be disappointment on the part of those who were not fortunate. However, all, in going into such a contest realizes that the chances are very greatly against them. They are, all the time, getting value for their money and are merely taking this extra chance of a big prize as Mr. O'Connell put it.

There was, therefore, no disappointment which would tend to do harm to the store's future business. On the contrary the store had received such advertising that business following Christmas was very good.

By the way, O'Connell's Limited are doing business in a beautiful store. All the fixtures are made of mahogany, and are thoroughly up-to-date including the clothing cabinets which are proving themselves so effective.

GETTING OUT AFTER BUSINESS

(Continued from page 44)

than we are doing in this city, might benefit considerably, even at our expense, for a time, but we are of the opinion that they would in a short time revert to the old way."

Here is a firm which feels that their trade would not appreciate the introduction of the solicitation method, and that more harm than good would be done, in view of the class of their clientele. Their customers might be disposed to view such schemes as a cheapening of their favorite store. There are doubtless other cases where the same would be true.

Every Men's Wear merchant should carefully study all conditions before upsetting systems now in vogue, if these have given him good success. Equally careful should he be that he is not too late in reading the signs of the times, and in consequence, getting gradually left behind in the race.

As to whether clerks should solicit business after business hours, the majority seem to feel that care should be taken here. Clerks cannot be expected to do extra work of this kind except along some such basis as commission on sales, and there arises then the danger of some of them arranging with special customers to get their business after hours, when the same could possibly be more easily and successfully handled during the business day.

On the other hand, the clerk who really has his heart in his work, will not miss an opportunity to shove business regardless as to whether he is at work or play, not necessarily looking for the immediate results in dollars in his pockets, but feeling assured that success for his employer must ultimately mean success for himself.

As to the third question—that of the use of the telephone, the general opinion seems to be that that also is a matter requiring skilful application. A busy business man does not like to have his telephone ring in the middle of an important conversation only to find that his haberdasher wishes to sell him some ties. A hardworking housewife does not like to have to run down two flights of stairs to answer the phone, unless she is interested in the resultant conversation.

Careful consideration of such details as these, however, having been given, skilful handling of the conversation when you get your party on the phone, and seeing to it that you have something interesting to relate. These essential points remembered and there is, it is generally conceded, a field here that is capable of great expansion.

Along this line, J. E. Magee, of St. John, N.B., says: "The telephone may be used, with discretion, at any time and to good advantage. We do it often and obtain results too."

F. R. Smith, Oak Hall, Hamilton, writes: "The telephone or short personal letter are much alike and both good when selected names are used so that you do not ring up a mother of a boy aged 17 and advise her about a new line of little boys' fancy suits just in. You must know something of the conditions in each house on your phone list."

WAR HAS SOBER EFFECT ON NEW YORK STYLES

On the Whole the Tendency is to the Sensible Garment—Pink Lining to Coats the Horrible Exception, But They Aren't Much Worn—Wide Braid on Dress Trousers.

THERE isn't much use in trying to evade talking about the effect of the war—so though we had a little bet with ourselves last month that there would be nothing more of the kind, we are compelled to admit that we both lose and win, the only really satisfying part of carrying on a little book with yourself. As the reason for that good intention is still sticking fairly close to us however, you need have no fear. With this one plaintive little bleat we will have finished.

The prevalence of army uniforms, both of the American pattern as well as a variegated supply of those of other nations, have all had their influence, and their influence has been something in the nature of a restraining influence. There has been a tendency even for the stay-at-homes to carry themselves better and to take a greater pride in their appearance, and a certain tendency away from those brisk and febrile imaginings of the novelty vendor. No longer is there the old-time demand for apparel bordering on the ridiculous. We are getting down to saner and soberer and neater styles. Don't misunderstand me. I am casting no stones at the harmless novelty in dress. Why, such changes have been the life of things ever since Adam changed his Spring fig-leaf for the sprightlier color of the Autumn foliage. Having drifted as far away from the war as Adam, you will probably be willing to acknowledge that we have kept our plighted word, and remained true to the promise of only one little bleat.

THE NEW IN EVENING CLOTHES

Despite this little tendency above noted, the hints that one sees on the street or in the shop windows, or at some of our social functions, are not without interest. The American bosom still thrills to the "something new," and though the thrill may not be occasioned by the same pronounced changes, yet there is enough of variety to call for some light comment.

Take the apparel that one dons on festal occasions as an instance. One would have thought that every variety of change that was possible while still retaining the good old swallowtail had long since been tried, but either our memory fails us or somebody has actually discovered a way of varying the thing a bit. The main idea is an extremely open coat. Rather hard lines on the stout chappies, who didn't have much protection in front anyway, but it suits the lean and hungry looking boys to the proverbial "T." Then, too, there has been a tendency to let a man get a free breath, instead of pinching his chest till it is absolutely painful. Shoulders, in other words, are being built wider, though there is no tendency toward the padded shoulders of a few years past. A few of the other little indications of change are a medium short waist and a closer fitting over the hips. The sleeves narrow from the elbow and have plain or put-on cuffs with four buttons. There is not so much variety in the velvet collar that is sometimes seen, but the silk-faced lapel with the soft roll is certainly a step away from the usual.

BRAID ALMOST SUFFICIENT

There are the same little deviations from the usual in the trousers, too; they fit closely over the hips, narrow slightly at the ankle with a slight flare at the bottom. A far-away echo of the mode preferred by the jolly jack tar. As for braid. It is the thing, and plenty of it. You can have either one or two braids and as these are a solid inch wide, slim chaps might almost be able to do without the trousers, and use only the braid.

There is just one other little hint while we are on this interesting topic. The gay rounder that wants to be the last word in correctness must forswear all those little frivolous vanities in the way of fancy waistcoat buttons. Even the black jet variety that would seem simple and inconspicuous enough are distinctly not the thing. Even if you have to take a chip off the bottom of the trousers to do it, have the buttons of the same material as the coat. That is the real word for the moment at least.

In the matter of sack suits, there is a good deal of change, but you can't exactly speak of it as being in the direction of novelty. It is a harking back—quite a few harks at that—to the styles of some thirty odd years ago. Deep convexed collars, short notched lapels and a little drape toward the centre of the back, so were the Beau Brummels of Grandfather's day adorned.

A lounge suit that made its appearance on the avenue the other day had a waistline front and rear with the pockets snuggling close to the waistline and well to the front. It was cut away in a pronounced straight V shape. This they tell me is becoming quite a popular idea.

AH! THE PINK LINING

But I have been saving the gem of the whole collection for the last. Let us not fail to give due credit to the adventurous minds that conceived it. It made its first appearance at the Clothing Designers' Show. Pink lining, it is out at last. Gentle reader would you have believed it? But it is even so. I must confess that I have not seen many of our best dressers so apparelled, but nevertheless the fact remains that it is being shown. The pink extends even down into the interior of the manly trousers. There to blush

(Continued on page 49)

THE BOOM DAYS IN TRENTON

Business Dropping Out of a Clear Sky Makes Each Day a Happy Round — Selling Panama Hats and Palm Beach Suits to the Honest Working Man— Doing a Year's Business in Two Weeks.

EVERYBODY is more or less familiar with the romantic history of the growth of the western gold towns. How one day there would be nothing but a mountain valley with a couple of prospectors, and the next men would be flocking from everywhere, buildings would spring up over night, and a town with its saloons and dance halls would be flourishing in a week.

Every devotee, who is accustomed to squander a certain number of dimes per week to watch the hero heroize all over the screen at the Movie Theatre, will be well posted on just how a boom town grows.

Well it may be just as well to say at the start, that none of these things obtain in Trenton. Trenton has been a part of the scenery of middle Ontario, as far back as the average reader will be willing to admit remembering, moreover, being in Ontario, the "Last Chance Saloon" which, if the movie directors are not misleading us, was the family name of all resorts of that nature, doesn't figure as part of the landscape, nor is the dance hall in the scenery, nor does the "Killer" walk the streets.

It must be sadly admitted that when booms days in Trenton are referred to, it is very far away from the romantic picture of the movies. Nevertheless, it was in its way a good old-fashioned boom, and this is the why and the wherefore.

Picking Trenton for the Boom.

In place of the gold prospector, the man who picked Trenton for a boom, or at least laid the foundation for that boom, was a comfortable, moderately stout business man traveling in a comfortable parlor car between Toronto and Montreal. This was the man who had the building of a great chemical works on his shoulders, and the point that was holding back the matter was the proper location. That's where Trenton comes into the picture. The train was barely giving a preliminary toot to notify Trenton that it was going to pass it by with nothing but a cold glance, when the half slumbering business man caught sight on the far outskirts of the town, of a little valley, rimmed on three sides by beautiful tree topped hills, and on the other by the river. Such was the location he had been seeking and his mind was made up in a flash. Unfortunately the train had grown accustomed to passing by Trenton in the haughty manner referred to, so it wasn't till he arrived at Belleville that the business man could alight and get another less pretentious train that hadn't cut the town off its calling list.

That night the hill rimmed valley had come into the possession of the business man, and the actual boom had begun.

There is, you see gentle reader, nothing so picturesquely romantic in the story. Just a portly magnate with a signed lease in his pocket.

What the Boom Meant to Trenton

Not long after the business man departed, and with his departure the boom began. Lines of cars of lumber and building materials and machinery commenced to arrive, and from every train that stopped men began to drop off in tens and twenties, and hundreds. Now Trenton hasn't been a town of transients and this influx of men taxed its capacity, and more than taxed it. Nobody knew just how to handle it, but in some way it was managed, as one Trentonian remarked: "Keeping boarders just naturally became the fashion in Trenton." At one time during the past winter there were 2,500 men engaged in building this great chemical works. These men came and worked for a while under one contractor. Then another contractor took up the work, and the old workmen were largely replaced by new. Finally the works were completed and the men who were to man them and make the sulphuric and nitric acids and the nitro glycerine and gun cotton took their places. Now less than a year after, the sight has become an old story to the passengers flying by in the trains. In the little valley there is building after building, with tall thin chimneys belching out their deadly vapor now snow white and now a rich lemon yellow; and around the rim of hills there are only the skeletons of trees.

The first rush of the boom is over and people have settled down again into normal ways in Trenton, but there is this much sign of a boom town left—the trickle of men daily moving away, and the trickle of men coming in.

Perhaps, friend reader, if you have stopped long enough in the task of putting price tags on the winter underwear stock, to glance at these pages, just about this time you will be dropping into the rich vernacular of the day and enquiring what this writer chap is beefing about, and just what bearing all this boom talk has on the calling of the men's wear dealer.

Where the Men's Wear Men Come in

Pause but a moment longer, then let us tie this little homily hard and fast to the trade in this wise. Every single man who came or went in the months of this boom period was buying something from the men's stores in Trenton. And, lest you should be inclined to put this all down as the blustery utterance of some picturesquely minded writer chap, let us tell this end of the story from the viewpoint of a couple of merchants who actually were in Trenton at the time and actually sold these goods, and actually did face the boom time conditions.

T. McAuley, who some little while ago conducted a men's wear store in Owen Sound, dropped into Trenton, along with the stock of his old store early in the boom days; opened up an attractive new store; had his name neatly lettered on the window and prepared to wait for customers. Everything went well except the waiting. There wasn't anything of that. The doors were no sooner open than customers began to appear, and kept appearing pretty constantly. According to Mr. McAuley's own statement, he started right into business, a new business mind you, at the rate of from thirty to forty thousand a year. The second week he was open, his actual business showed a bigger turnover than a whole month's business in his old stand.

The Men Who Worked in Their Sunday Clothes

In discussing the matter with Mr. McAuley, the MEN'S WEAR representative, in the guilelessness of his heart rather suggested the idea, that it must have been a good time for all working clothes. Mr. McAuley seemed to look upon this as an effort at facetiousness. "Why," he said, "I sold fifteen panama hats the first Saturday I was open, and there wasn't one of them that didn't mean a five dollar bill at the least." Palm Beach suits were a winner with him too. Consider that you gentlemen who picture the simple face of the working man crowning a pair of blue overalls. Panama hats and Palm Beach suits. One of these horny handed sons of toil came in and purchased eighteen dollars' worth of shirts at one fell swoop.

Of course, Mr. McAuley admitted that he did sell much of working lines, but he also unblushingly admitted that he sold everything he had—old stock that had been on the shelf in Owen Sound for two and three years, and the latest stuff just out of the opened boxes on the sidewalk. It all sold.

A Suit Every Two Weeks

The purchasers did not buy with what you would call discrimination, but with the care free abandon of a small child spending its first nickel. They bought good suits to work in, and as working in nitric and sulphuric acid does not tend to let clothing pass on to a ripe old age in moderately good repair, there was usually a new suit to be purchased every couple of weeks. The money came easily and they spent it readily, which, whatever effect it may have had on the spenders, certainly made things hustle in the town.

The Three Purchases — Going, Coming and Working

There was another little sidelight on the boom idea that Mr. McAuley discov-

ered, and that was, if you want to have one of those men who love their work, which, of course, is decidedly according to Hoyle and all that sort of thing, you had better not set him making nitric acid, because it does not seem to be an occupation that endears itself to a man to any noticeable extent. As a result Mr. McAuley noted down three classes of prospects among the workers, one coming, one going, and one working. One crowd stocking up for a stay, one purchasing requirements for the day's work, and one indulging in the pomps and vanities for the days of leisure. That made a business considerably brisker that even the added thousands of population would have accounted for.

Selling a Season's Supply in Two Weeks

But maybe the case would be a little stronger if we called another witness, so here is Mr. Allison, the manager of Barry & Co., an old established business in the town. Mr. Allison watched the boom right from the start, and also passed through some very strenuous times. To begin with he told of the arrival of the first crowd of workers, the men who were to begin the work of erecting the plant. Most of this contingent were young Americans from Southern Pennsylvania, who came joyfully up to this more northern clime with a blissful ignorance of its more rigorous climate. They were the sort of boys who, to adopt the words of some poet chap "Count that day lost, whose low descending sun" (we leave the poet here) found them with so much as a plugged nickel in their apparel. Therefore, when the first shiver began to climb its tickly way up their spine, they hied them to the men's wear dealer for warmer clothes. Mr. Allison had laid in a stock of underwear to last him the whole season, with a very comfortable margin for emergencies, but he hadn't counted on the propelling influence of that shiver climbing a thousand spines. They dropped in to buy. This was no ordinary little buying trip. Where one man drops in to buy something, and possibly takes a friend along to give him courage to buy a tie that he likes, but that he knows his wife won't. There is no resemblance at all between these two shopping parties. In these days in Trenton, Mr. Allison states, it was no uncommon sight to see forty men troop into the store in a body, and purchase five suits of underwear each. Remember friends this is Mr. Allison's story. It sounds perhaps as though our credulity was being strained a trifle, but the MEN'S WEAR representative had the corrobative evidence of many merchants in different lines of trade, and each of them has similar stories. Suffice it to say, to return to Mr. Allison, that the stock that should have lasted—or was expected to last, a year, lasted exactly two weks.

Selling Better Class Goods to the Workers

There was a good business in clothing, too. Most of these young men had come north in their working clothes, and by the time they had been working for a week or so, were ready to knock off for a day and take a trip to the city, or else they made some friends in town and had to be suitably dressed. Or. perhaps they only wanted holiday clothes to walk up and down street in. Anyway, they all bought and bought with that reckless abandon afore mentioned. What the clothing manufacturers call novelty lines went with a hum. Mr. Allison fully bore out the contention of Mr. McAuley that the big demand was for the better class goods. Then when you get right down to cases, the business of chemical manufacture, at least of these kinds of chemicals is according to reports about the best boomer for the Men's wear business that there is. Why these acid fumes and splashing chemicals will eat the shirt off a man's back in a few days, at least such is the report. The lifetime of a pair of boots is merely a nominal space of time. A new pair of socks has to be almost a daily occurence. A merry life for the haberdasher and clothier who has to outfit a man from his innermost pink personality to the figure of the well dressed men almost every month.

Such were the boom days in Trenton. A gold mine? It would have been could the merchants have foreseen what was coming, but the rush, more or less, swept them also off their feet. They had to have goods, had to buy them at emergency prices, and often ship them by express when normally they would have been freighted in. Oh they made money, and a very comfortable amount of it, but there were these little specks in the amber in addition to the ever mounting cost of goods, that in many instances peeled the profits on new arrivals pretty close.

The first rush of the boom is over, and business has settled down more into its normal state. But business is still brisker than Trenton has previously known . There are 1,500 steady workers at this plant day in and day out, earning large wages. and ready to spend their money for what they want. There is, too, the hint of still further additions to the plant when the harvest is over that might possibly bring some return of the boom time conditions. In any event, times have been good in Trenton, and the golden age is not yet over.

WAR HAS SOBERING EFECT ON NEW YORK STYLES

(Continued from page 47)

modestly unseen. But there is nothing unseen about a pink coat lining there is nothing in the world that can keep it from the public gaze. The interior decorator had done his work well. For once the coat lining has come into its own.

Will it be worn? Guess for yourself, friend. Would you personally care to appear in any such festal garb. You may have rather a fancy taste in colors, your taste may not be unobtrusive as the modest violet, but would you care, would you indeed dare. in these warlike days when so many folks are walking around with guns, would you dare to appear in one of these gorgeous interiors?

This is really the only sensational thing that sticks in our memory at the moment. There were some shirts that we thought fairly buoyant when they first dawned upon our ken. But looking back now with the glint of that pink silk lining still dimming our gaze, they look drab as a winter's day. And yet they were not so drab at that. For instance, there was one of blue cheviot, with a khaki stripe running across it. In ordinary times you would not have called that idea drab. Then there was one that I noted a brief while ago. If I remember the color scheme correctly, this silk shirt was of an amber shade with old rose stripe and a tracing of bronze green. Then there was another in French figured linen, with a white ground, on which a floral design in olive, burnt orange and magenta. All these appear as nothing, however, beside the pink affair afore noted. Moreover, these for all their startling shades had some real claim to beauty and appropriateness, but a pink silk lining to the good old faithful coat is a sacrilege.

Embroidery in Centre

There's a new little dodge in handkerchiefs that might interest you. It's a monogram, only in place of hiding coyly in the corner, it is placed, slap in the middle just where you blow. We don't take particularly to the idea, but tastes differ. There is quite a change in handkerchiefs this year. There is quite a run to colors in solid shades—gray, blue and khaki are the favorite colors. The striped border, two or three corded stripes near the edge, is also quite popular. We have seen handkerchiefs, too, that have embroidery associated with them. This is probably for the sensitive nose of the object in the pink lined coat.

About ties. The flat satin Ascot is coming back. Here we are to be just like the pictures of the folks in '61. Mostly the ties, too, of all descriptions, are showing a tendency to a larger knot, and as a result the collars will show a little wider cut in front. Bow ties are gaining in favor—stripes are exceptionally popular.

These are a few of the indications, friends. As I hinted in, the little introductory oration with which I prefaced the serious business of the day, the tendency has been nearer to the normal than has been the case in many a long day, and the normal is a dismally uninteresting thing to write about.

NOTES

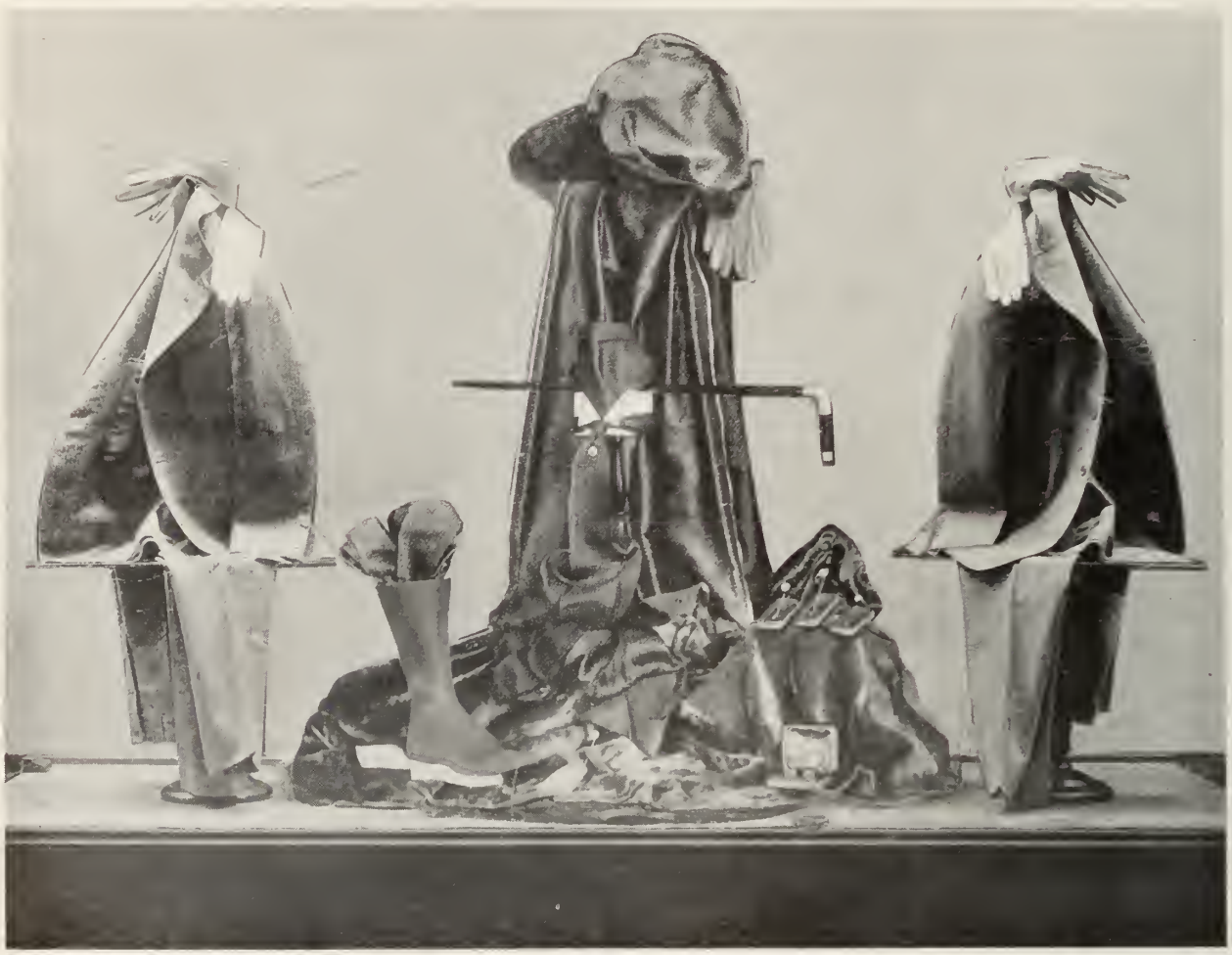
David Lettmann, men's furnishings, Calgary, Alta., has sold out.

Gleichen, Alta.—Thos. Hardy has commenced business in men's furnishings.

Edmonton, Alta.—Dowers Limited, men's furnishings, suffered loss by fire at branch store.

Calgary, Alta.—H. R. Cameron, men's furnishings, boots and shoes, has sold his business to Pickard & Tuck Ltd.

Focusing Attention on Clothing



AN effective Fall clothing display this, made more artistic by reason of the draping done in the centre—a very simple arrangement this, yet telling as will be seen.

This is merely a unit. As a selling trim it perhaps does not rank very high—too little shown—no prices given. But it has the suggestion—makes the customer think of his need for a new suit.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av. TORONTO-CAN.

VOL. 7. OCTOBER, 1917 No. 10

CHRISTMAS stocks will now be coming in. It will be well to take on extra insurance to cover these.

* * *

A THIRD Christmas, and the boys are still in the trenches. Henry Ford, what ho?

* * *

THE time to take the extra insurance is the day the extra stock arrives. We know one merchant who told an insurance canvasser to come back the next day, as he was too busy then taking in the goods. He was cross, and told the agent no, when he offered to see that the stock was covered. The fire came that night.

* * *

THERE will be the difference between the coming Christmas and that even of a year ago. This year it is the enemies trenches our boys are in.

THANKSGIVING, WHY!

AGAIN comes round the season when, with the harvest housed, a day is set apart for Thanksgiving.

In this fourth year of the war, with signs of mourning altogether too many, the idea of Thanksgiving seems a little out of place. Indeed the old style Thanksgiving Day, made memorable by pumpkin pie and roast turkey, would hardly be the thing —but the still older style Thanksgiving—the day of giving thanks to Almighty God—will be quite in place this Fall of 1917.

We may give thanks for—well, for what?

Surely thanks for the bountiful crop. Thanks for the spirit of the people which has overcome to so large an extent difficulties resulting through labor shortage. Thanks for the spirit of undismay with which our own men's wear trade has faced—yes, and largely solved—the unaccustomed and trying conditions—thanks for the boys in the trenches, and most of all, thanksgiving for the pride in the sorrow of those that mourn.

FOR THE BOYS IN THE TRENCHES

THOSE having loved ones at the Front, or in England, don't know certainly where those loved ones will be on Christmas day—whether in the front line or in Blighty—but they propose that those loved ones have a big Christmas parcel to make them realize how they are loved, and revered.

What better to constitute a major portion of such Christmas parcels than the goods sold by men's wear dealers?

Assuredly there could be nothing more suitable than clothing to take the place of worn and battle-mired clothing—nothing more appreciated than garments which will give warmth.

This, then, is the men's wear dealer's opportunity and privilege—to supply in November presents to be sent the soldiers overseas. Action to make the most of this opportunity and privilege will need to be prompt. It will be the third Christmas in the trenches, but men's wear merchants and clerks may help to make the day—and those bitter days succeeding—a little more tolerable.

GERMANY AND DYES

AS time passes dealers and manufacturers are having less and less trouble as a result of unsatisfactory dyes. Indeed, it is beginning to seem doubtful if the Germans will ever again find a world market for this product—this seems likely to be part of the price they will be called upon to pay.

England and English industry is awake as never before. In the United States, too, thoroughly alive manufacturers have been grasping opportunities. So, from England and from the United States, are coming dyes which are how good—very good.

One large user of dyes recently said to MEN'S WEAR REVIEW:

"Thompson, the Scotchman, invented the process of making the best dyes. These are made from a by-product of coal-tar, which comes largely from England. The English let the Germans take Thompson's formulae. They supplied the Germans with the by-products of coal-tar necessary. But never again. The Germans will meet an England awake after the war. They won't so easily get the raw material for the dies. England will use it herself, and with the United States, will fight a winning fight for this business."

The dye situation offers cause for rejoicing. It seems well nigh certain that the colors will get better and better as months go by.

DOING MORE WITH FEWER MEN

FOR many years this is to be the world's greatest problem—the problem of the men's wear dealer as of the manufacturer. We will want one man to do the work of three, and must consider how this result may be secured without wearing out the worker.

W. H. Bassett, writing on this subject in *System*, says in one place:

"The more I study industry, the more I am convinced that the average employer pays more to his

men for their walking- than for their working-time. How many small stores have their stocks arranged with a thought to attaining the minimum distance between goods and clerk? I have seen many shops where three clerks struggled to serve customers that could have been better attended by one clerk if only the stock, the cash-register and wrapping-paper had been placed in studied sequence."

How true this is. How many merchants do pay clerks for walking, as well as working-time. It reminds us of the story told on our friend, the plumber:

There was, in the front line trenches, a battalion almost entirely constituted of mechanics. The order came to go over the top, and first over was a man who in civil life had been a plumber. He sped toward the German trenches far in the lead, and his comrades had visions of his receiving a D.C.M. Then the plumber reached the German trench, looked in and sped back towards his own line.

In a breath he reached his oncoming comrades. "It's all right," he shouted, "They're there. I'm going back for my bayonet."

Now there's a lesson here. Many of us are, after all, losing an opportunity by "going back for our bayonet." The store is crowded. We rush for a shirt —to the other end for underwear—spend a minute selecting the right sized collar. So it goes. With better store arrangement—with everything to hand; with all possible goods so displayed that customers may quickly see what they wish—with these things accomplished the merchant will be able to get full value out of his clerks. His clerks will become real salesmen—not in any sense messenger boys.

This problem of scientific store arrangement has been solved by some—by more it is under careful consideration. It is one of the trade's big problems, for it will enable a large turnover with the small and increasingly small number of assistants now available.

THE OPPORTUNITY FOR THE MANUFACTURER—AND THE DUTY!

THE story written by James A. Hossack on his trip through Russia, is one that every Canadian business man should read. It presents a volume of interesting material and *it drives home very forcibly a very important truth.*

It is a recognized fact that after the war Russia will present a wonderful field for manufacturers in Allied countries. Before the war, Russia was being systematically engulfed, in a commercial sense, by Germany. While British, American, French and Canadian goods were to be found on the Russian market the total was so small when compared with the volume of German goods absorbed as to be almost negligible. Russians are now awake to this fact. The bitterness toward an enemy that every war engenders will be sufficient after the war to throw the huge volume of Russian trade to allied sources *provided that the Allies are prepared to meet the demand adequately.*

The information imparted by Mr. Hossack should be very carefully considered in this connection. He shows that at present Russia is in the grip of a most alarming shortage. Depending almost entirely on the outside world for her manufactured goods, Russia has felt the effects of war's blockade in an ever increasing shortage. By the time that the war is over the Russian market will be absolutely bared. *If the Allies are not then prepared to supply all needed goods at once in adequate supply Germany will regain her ascendancy in Russia.*

Lying with her frontier adjoining Russia, Germany will be able to flood mercantile goods across the line as soon as peace is declared. The merchants of the new republic undoubtedly prefer to buy goods from Allied countries but if only German goods offer they will buy German goods. They might decide to do this only as a temporary measure; but they would easily slip back into the old relationship if it proved to be the line of least resistance.

And so the duty of the Canadian manufacturer is clear. He must prepare now to get his goods on the Russian market. It will not be sufficient to start when the war ends. The start must be made now. The Russian market has peculiarities of its own and must be cultivated along certain lines. Certain conditions must be understood and complied with. The manufacturer who counts on having his goods in there when the post-war demand starts must build up his connection now.

This is the trade opportunity of the century.

In Russia Through the Revolution

By JAS. A. HOSSACK,

Sales Manager, Lufkin Rule Co. of Canada, Ltd., Windsor, Ont.

EDITOR'S NOTE:—The following is the second instalment of the article entitled, "In Russia Through the Revolution." This article deals with business conditions in Russia, and should prove of interest to all Canadian business men. The first instalment of the article appeared in last issue of of MEN'S WEAR REVIEW.

PART II.

I HAVE referred to the sense of freedom that the Russian feels to-day and the strange confusion that it is causing. In the army it has gone to such a length that the men have taken into their own hands the matter of the appointment of officers. It is done by ballot, the soldiers voting whoever they want to command their regiments. Colonels who have not been popular with the rank and file, have been promptly rejected, and in some cases junior officers or untrained men have taken their places. The men do not salute their officers now.

The sense of freedom that animates the people does not go to the length of dishonesty. So far as I could learn there there was no looting of shops or private homes. Business men have suffered, of course, during the riots by reason of interruption to business.

After the rioting and confusion in the streets, the next outstanding feature that impresed me was the cost of everything. Russia is revolving dizzily on a high-price spiral. Everything is going up almost out of sight—wages, commodity prices, business charges, etc. The first day that I arrived in Petrograd, I found that city in the throes of several strikes. The dry goods clerks, for instance, had struck for a 100 per cent. increase in wages, to be made retroactive to the first of 1916. It had to be granted of course, but in order to cover themselves, the dry goods merchants had to advance all their goods 300 per cent. This made the cost of clothing so high that employees in other lines had to strike for higher wages. Their employers in turn advanced the price of their goods. This went right around the circle, until it came back to the dry goods trade. The employees of the dry goods stores found that the cost of everything had gone ahead of them so far again that it was necessary to have another agreement. So they struck again for more wages. And go what they struck for, of course.

So it goes in an endless circle. Prices in many lines have advanced as much as 1,000 per cent. Here is a list of commodity prices that I compiled on June. A rouble, which was worth 51c before the war, is now worth about 22c.

Potatoes, 23 roubles a bag.

Boots, 80 to 150 roubles a pair.

Wood, 45 roubles a sagene (cord).

Lemons, 1 rouble each.

Cucumbers, 1 rouble each.

Grapes, 12 roubles a pound.

Scarcity of Goods

This is due primarily to the tremendous demand in Russia for everything. There is a shortage in practically every line. Russia is an agricultural country and depends on the outside world for nearly all manufactured goods. As it has been difficult to import goods since the war broke out, the supplies have practically vanished. When a merchant advertises to-day, for instance, that he has boots for sale, the rush of customers literally swamps the store. It is not unusual to see lines many hundred yards long waiting outside a store.

Crowd waiting for news in front of the Duma.—This photograph shows a typical Petrograd crowd in early days of the revolution.—There were no newspapers and everyone who could (there were no street cars either) gathered in front of the Duma or other public place where news could be gathered. For days soldiers and workmen rode about the streets, on touring cars or trucks, while every conceivable class of people were in the throng on the streets. The Duma Building, once an Imperial Palace, is at the right, the main entrance on the small park. In the distance is the Smoini Monastery

Money is Plentiful.

Money is extremely plentiful. Only paper currency is in general use, however. I presume that people who have gold, silver and copper, are hoarding it. This is natural when the paper currency can be used for all purposes.

The Government has issued paper money for even the lowest denomination, a kopeck. The kopeck worked out to about the value of a quarter of a cent when I was there. There were paper certificates representing one, two, three and five kopeck prices; and from these lower values up to twenty kopeck pieces. It is estimated that before the war there was paper money in circulation to the extent of six milliards. To-day the total has reached forty milliards.

The consequence is that everybody is carrying around loads of paper money. Paper kopecks are bandied around by the handful, by the pocketful. A man starts out for the day with his pockets crammed with paper money. He tips the waiter, who brings him his lunch, by bringing out a handful of paper money and passing it over. It is very seldom that any effort is made to make accurate change. You get a handful of paper. It may be ten or fifteen kopecks short or an equal amount over. Neither party cares. You put the paper in your pocket and go away contented. If any money blows away from you during the course of a transaction, you don't bother chasing it. It would not pay you for the time. Such, at least, is the way things are in business circles. Perhaps lower down there is more careful handling.

Money has become indescribably dirty from much use. It is, however, the official currency of the realm and has the Government of Russia behind it. It is accepted in all business transactions and at the banks. It is handled loosely because the advance of all prices has reduced the buying power of the rouble; and in any case, the Russian is a free spender. If he makes fifty roubles to-day— and it is not a difficult matter to make fifty roubles in Russia now for the lowest form of labor —he is very likely to go out and spend it. He figures that he can make fifty roubles again to-morrow. If there is any thriftiness in the Russian race, it is not apparent in Petrograd at the present time.

Solutions Suggested

Among the educated classes it is apparent that the country is approaching financial crisis. It is believed that the Government, when a form of Government is found sufficiently stable to sober so crucial a question, must take one of two courses:

First, repudiate a certain proportion of the paper money in circulation, possibly 25 per cent.

Second, take over 25 per cent. of all deposits in the banks over a certain amount and on all securities held by individuals over a certain amount and give Government bonds in return.

Ruins of Moscow District Police Station, Petrograd.—In many parts of the city the police defended themselves in their stations, or from the roofs or attics of houses Whether there was shooting from the station or not, they were looted and the furniture and records burned. Where a defence was made, as in this case, the entire building was burned.

No Money Sent Out of Country

The only step that has been taken so far to control the financial situation is a Government order prohibiting the sending of money out of the country. This measure is intended as a temporary one to enable the authorities to get the situation in hand. For the time being it puts a stop to all purchase of supplies in foreign countries, except in cases where the shipper is prepared to take his chance and wait for payment. Some outside firms were continuing to do business with Russian importers on an agreement by which the money covering the goods supplied was left on deposit in Russian banks to their credit. This amounted to practically the same thing as sending the money out of the country, as it was withdrawn from circulation; and the Government has now issued a further order prohibiting the depositing of money to the credit of foreign firms. This is also a temporary measure, but it is not likely to be lifted until the financial situation has improved.

Everything Coming Out Right

I am absolutely convinced, however, that everything is going to come out all right. The resources of the country are so great that there can be no doubt of the ability of Russia to weather any storm and win her way through any crisis, political or financial. I believe that, as soon as the country settles down under a well-established form of government, the present chaos in business and financial matters will soon be remedied. Prices of goods are bound to remain high, owing to the great scarcity that exists in Russia in every line, particularly in foods. The tendency to soar to unheard-of prices could, however, be checked if a government were established with real authority.

The Great Wealth of Russia

A visitor to Russia, even during these troublous times, carries away an indelible impression of the wealth of the country. It has resources so great and so inexhaustible that the country seems immune to any real danger. Disasters on the field and financial or political crises at home are events of the passing moment, and can have no bearing on the future that lies ahead of this great country. The people themselves feel it. They are beginning to feel their strength. When they hear of German successes, they say: "They can't hurt us. We are too big."

Business Conditions.

The business side of Russia is an eye-opener. Business there is conducted on a big scale, I might say on a colossal scale. The outside world has entertained the impression that Russia is a primitive country, and that business is done in a more or less primitive way. Nothing could be further from the truth.

I found the business houses well organized, and the stores big and attractive. There is not yet to be found in Russia a department store as we understand that term. In Moscow there is, however, a store employing twelve hundred hands. In Petrograd the specialty stores are as well equipped as the best stores of any capital of Europe. You can see the same glittering plate glass

fronts, and, the same handsome fittings. Inside one is amazed—I know that I was—by the quantity of goods. The idea entertained by people of other countries that only cheap goods are sold in Russia is ridiculous. Conditions are almost the exact opposite. Russians buy the very best of everything. I saw, in the hardware stores, magnificent cutlery and splendid samples of brass, cut glass and silverware. Of course, supplies were light. Stocks have been sadly depleted in all lines.

Misled by Germany

It seems altogether feasible to me that the outside world has in the past been deliberately misled with reference to the Russian market. Before the war Germany practically monopolized the trade of the country. The Teutons were literally conquering Russia by a slow campaign of commercial suzeranity. Nearly everything in the line of manufactured goods sold in the country came from Germany. Certainly there were plenty of British, American and French goods sold in Russia, but in comparison with the huge volume of German imports, the Russian trade with other countries was quite insignificant. The Germans were getting in everywhere. They were a potent force in the finances of slow-moving Russia. As events have demonstrated, they practically controlled the court of the Czar. Why Germany attempted to conquer Russia by force of arms when she was slowly conquering the Bear by commercial pressure is a question that must puzzle students of world politics.

But to return to my point: I am convinced that the Germans, in their anxiety to keep the Russian market to themselves, deliberately painted an entirely erroneous picture of Russia for the benefit of the outside world. It is hard to account otherwise for the complete misinformation which we have had, and believed with reference to Russia.

Orders Are Big There

The scope on which business is done is surprising to say the least. Orders were offered for supplies that at first I could hardly credit. They did not seem real.

I found this also: The Russian business man wants to do business with Great Britain, Canada and the United States. They know Canada now, and their knowledge is favorable.

"Canada, yes," they would say to me. "We have heard of what your soldiers are doing at the front."

This could not be a better recommendation. The reputation won by our troops in Flanders is as good as a letter of introduction for the Canadian business man in Russia..

I found that they take kindly to American patterns of goods, but—and this is an important point—they complain that quite often the goods when received are not up to sample. The Russian business man is thoroughly honorable himself, and he cannot condone any degree of laxness in others. Consequently, the shipping of goods below sample would completely undermine trade relations in course of time.

We Must Do Things Right

Yes, Canada can work up a splendid trade connection with Russia, but we must learn to do business their way.

The Germans were wise enough to meet Russian conditions. We must do the same.

Just what those conditions are Canadian manufacturers must find out. There is one way to do it. Go there, meet the Russian in his own warehouse and his own store. Establish a personal connection. Find out how he does things and how he likes things done. I found out things that could never have been learned at second-hand, and any man who goes over there as I did, and keeps his eyes and ears open, can do the same. It is the only way.

Opportunities for Trade.

The future holds out wonderful opportunities for trade in Russia. Before the war, Germany had almost a monopoly on the field, but the Russians are now themselves looking around for new sources of supply. They do not want to trade with Germany after the war. They say they will not.

But this fact must be borne in mind. The end of the war will find Russia bared of all manufactured goods. The condition is serious enough now. When the blockade of war is lifted, Russia will want goods of all kinds in tremendous quantities at once. The people of Russia do not want to renew their former close trade relations with the enemy, but, if German goods come into the country on a market bared of everything, they are going to buy German goods. That is inevitable. It might be that they would decide to deal with Germany, for the time being, until they could get squared away. But it would be easy to slip back into the old system. If British and American manufacturers are not ready to supply Rus-

Checking up Passes to the Duma Grounds—The utmost care was taken to pass only the proper persons to the Duma Grounds during the first days of the revolution. The photograph shows soldiers checking the permit of a Polish member of the Duma, Ledinsky. Twelve hundred private carswere confiscated during the first days of the revolution, and only thirteen were not returned to their owners. Here are servant girls, boys, students, soldiers and workmen all interested in what is going on.

sia with what she needs as soon as the war ends, then Germany will get that trade back.

And so I feel that now is the time for the work to be started. It will not be sufficient to start when the war stops.

So much for business conditions and opportunities. Socially, of course, things are very much upset. The food problem is causing considerable uneasiness, for food is very scarce indeed. Russia is living on a decidedly reduced diet, and, as I have already pointed out, prices of food have gone to unheard-of levels.

What bothered me most was the total absence of wheat bread; all that can be obtained now is black bread. It is really black—black as the ace of spades. And sour. I could not eat it without completely upsetting my stomach. Luckily the wife of a man who had been acting in Russia as our agent, had a small supply of white flour left and she was good enough to bake me a loaf once a week. This precious white loaf I used to hoard with all the watchfulness of a miser. I kept it locked up in a grip, and before each meal I would unlock the grip and carry the loaf down with me to the table. I allowed myself one slice only at each meal. In this way I was able to keep going.

There is no white flour obtainable, and this means not alone no white bread, but no puddings, no pastry, no rolls, nothing, in fact, to set off a meal. Meat is fairly plentiful, and fish can be obtained without difficulty. The Russian people eat a lot of game, pheasants being rather a commonplace item.

Six Dollars a Meal.

Food at the hotels and restaurants is extremely expensive. I figured that it used to cost me in actual money about six dollars a meal. There was no escaping this heavy tax. One had to eat, and food was not obtainable at lower prices.

Little sugar is obtainable. You are allowed one lump of sugar with each meal; and that does not go very far.

$2.75 to See Charlie Chaplin

And speaking of prices, one night I went to a moving picture show, and it cost me, in real money, $2.75. The bill was featuring Charlie Chaplin. This, I think, represents the apex of the high price tendency — $2.75 to see Charlie Chaplin!

The Russian public, by the way, is taking to moving pictures, but not to the inimitable Charlie. They do not see the delicious humor in the throwing of a custard pie. They can't understand horseplay of any kind. It was rather an experience to sit there and see the stony, puzzled faces of the people as they watched the roughhouse work on the screen. I don't suppose they realized it was comedy.

To reach the Russian public, a play must be weird and sad. If the heroine doesn't go mad in the last act and the hero commit suicide, the people think they have been offered second-rate stuff. They apparently want to be reminded in their plays as well as in their books that the world is old and sad and weary.

The People Themselves.

This brings me to the question of the Russian people themselves. I brought back a very high opinion of them indeed. They are very serious, and more than a little fatalistic, but they are honorable to a degree. In dealing with them, you feel that you are always safe. They are extremely courteous; and their courtesy is more than skin deep—it goes right to their hearts.

They have no sense of time. In that respect they are distinctly like the man of the east. Perhaps it is because the country they live in is so vast and they have born into them a feeling that time is vast, like Russia Itself.

You approach a Russian on a business matter—say, the matter of a passport—and you meet with every politeness. He is a charming fellow; only too glad to converse with you, to do little things for you. But try to get him down to cases, to get your little matter of business definitely settled!

"Oh, yes," he will say, with a disarming smile. "To-morrow we shall settle all that. To-morrow."

"But," you protest, "I am leaving the country as soon as posible—to-morrow, I hope."

"But why should you want to leave our country so soon?"

To-morrow! Unfortunately, on the following day, he again talks in terms of to-morrow. To-morrow never comes.

A Political Crisis Coming

I am convinced that everything is going to come out all right in Russia in a political sense. But before a condition of stability comes about, there must be another revolution. At present there is no authority in Russia. People do as they wish. Kerensky is liked by everyone, and is, I believe, a great man in every sense of the word, but he has no real authority. I saw him many times in Petrograd. There is no formality about him, and he appears on the streets openly and freely. He speaks to the people as one citizen to another, and they regard him as their real leader; but he cannot enforce authority. At least he could not at the time of which I write.

I heard a story about Kerensky which illustrates how things stand. He had started out on his famous trip to the front to get the army back into the fighting mood. At one point he addressed a regiment, urging the soldiers to stay where they were.

"Why don't you fight yourself?" asked some of the troops.

"I intend to!" cried the leader. "But it would do no good for me to walk out all by myself. I cannot fight the German army single-handed. When the Russian army is ready to fight again, I shall take a rifle and go into the trenches with you."

Most of the regiment decided to remain, but a large number were adamant even to so spirited an appeal. They left the ranks and wandered back home. They probably figured that the revolution had made them the equals of even the great Kerensky, and that they were free to come and go as he was.

Poisoned by Vodka.

At several points along the lines regiments took upon themselves to make peace with Germany. At one point they fixed up peace terms by which Germany was to get Riga. At another point terms were fixed up on the principle of the status quo and with the further understanding that the conclusion of the agreement was to be celebrated by the sending over from the German lines of a supply of vodka—which is still unobtainable in Russia. When the vodka came over, it was poisoned and numbers of the troops died.

But No Separate Peace.

But Russia does not intend to quit. There is no talk of a separate peace. I believe firmly that, once the present troubles are squared off and a firmly-entrenched form of Government is built up, the nation will go back to the business of making war on Germany with more power and enthusiasm than before.

In the meantime, however, a second revolution must come. What I mean is that a strongly constituted form of government can only be established by taking the reins of power. The move, I think, must come from the army. When it comes, Kerensky may be in the lead. I hope so, for he is the strongest and ablest man in sight at time of writing.

I am convinced also, that the new form of government will inevitably be in the nature of a republic. Monarchical forms are gone from Russia for good.

(In the next issue Mr. Hossack will tell of his journey out of Russia. This will be one of the most interesting parts of the narrative.

R. A. Holden Co., Preston, has been holding a 15 days' sale.

The premises of Simeon Morin, men's wear dealer of 74 St. Catherine Street East, Montreal, were forced open early this month. $100.00 worth of silk shirts, underwear and other clothing being stolen. Later the police recovered the goods, the thief dropping his booty when chased.

Goes to Tobey

Roy Blair, who has been employed with R. H. & J. Dowler Limited, in the furnishing department of the St. Thomas store for a number of years, has resigned his position there and leaves shortly to accept a similar position with Tobey, men's clothier and furnisher, of Hamilton.

MARKET REPORTS

THE MARKETS AT A GLANCE

New prices of Canadian hosiery manufacturers have been announced quite generally at 25 to 50 per cent. advance over those prevailing for the past Spring. Underwear prices have also been advanced 5 to 10 per cent. for sorting orders by the manufacturers to the wholesale trade. There is a tight situation with respect to taking additional orders on underwear as manufacturers must have all prospective orders submitted to them before they can be accepted by their agents. A further advance of $1 per dozen on overalls has been announced to take effect on October 1 by one large manufacturer. Prices on shoes for Spring delivery will be from 5 to 10 per cent higher in price. Travelers are now on the road with their Fall lines. English felt hats have been advanced approximately 8 per cent. on the better grades and about 20 per cent. on the lower-priced lines. English straw hats for Spring delivery will also be from 10 to 20 per cent. higher and hard to obtain. Panama hats of Canadian make show an easier tendency and indications seem to point to a strong run on panama lines during the coming Summer. Wool hats of English make also show a big increase in price. Raincoats and waterproofs show declines in some instances and advances in other grades. There has been a good demand for these goods according to reports of wholesalers, with higher-priced waterproofs apparently in greater favor because of the fact that they can also be used as an overcoat. Clothing for Spring, 1918, delivery will show an advance of approximately 5 per cent. on most of the lines manufactured from stocks that are on hand. Where recently purchased cloth enters into the suit the advance will be from 25 to 30 per cent. Neckwear is in steadily firm market, with manufacturers experiencing increasing difficulty in getting Swiss silks. Booking business in the trade has been generally quite satisfactory.

UNDERWEAR UP

General Revision Upward of 5 to 10 per cent. Over Opening Prices—All Orders Must be Submitted to Mills for Confirmation Before Representatives Can Close

UNDERWEAR.—The advance in underwear intimated in last issue as highly probable has taken place and amounts to 5 to 10 per cent. There is an even tighter situation with respect to getting additional orders placed on the part of wholesalers. Any orders that now seek placement through manufacturers' representatives must first be submitted to the head office of the mills before they can be taken on. The recent advance applies to sorting orders that may be made by wholesalers. There was very free booking of underwear when the opening prices were announced a few weeks ago. The advance from the mills to the wholesalers indicates to the retail trade the trend in the market. Wholesalers for the most part continue to sell on the basis of opening prices except where additional orders have had to be placed to meet the demands of their trade.

Cotton Declines Almost 5c

There has been an easier tendency in the raw cotton market during the month, a decline of close to 5c per pound having been recorded in that time. On August 17 the price of spot middling uplands in the New York market was 26.70c, while on September 13 it was 21.80c per pound. This is very near a 5-cent decline. Favorable reports on the condition of the cotton crop with a better probable yield has been the factor operating toward lower prices. Some of the Canadian mills are inclined to stay out of the market on future placing business as they prefer to wait until the market settles to a more permanent basis. They feel that conditions are uncertain and big fluctuations in the raw material may still take place.

HOSIERY UP 25%

Mills Are Now Taking Orders and Business is Reported Fairly Heavy—Increases Over 1917 Prices Range From 25 to 50 per cent.—Rush Not as Great as Last Year

HOSIERY.—Canadian mills have announced their prices quite generally on hosiery for Spring 1918 delivery, which prices are from 25 to 50 per cent. higher than those prevailing for delivery Spring 1917. The advance has been anticipated in these columns for some time past and will not come as a complete surprise. Manufacturers are going guardedly in accepting orders and state they will have to see the volume of business to know whether or not they will have to limit the orders on a proportionate basis.

American mills have been in the market quite generally during the past two or three weeks and are making quotations for future delivery for short periods of time. Most of the mills on the other side of the line do not care to obligate the capacity of their plants for any greater length of time than two or three months into the future. The majority of them will take orders ahead only sufficient to run their plants up to January 1 while some few are obligating themselves to about February 1. They are moving cautiously in the face of the uncertain market in the raw materials. There has been a declining tendency in cotton during the month and this has made them act with reserve in taking orders for the future.

SUITS ARE UP

Late Arrivals of Goods Last Year Places Clothing Manufacturers in Favorable Position for Spring 1918

CLOTHING.—With the starting of travelers on the road by wholesale clothing manufacturers during the first part of September higher prices quite generally were made effective on lines for delivery Spring 1918. On lines that are made from stock carried over from last year the advance in price will be approximately 5 per cent. On new suitings cloth orders for which were placed during the present year the advance will be approximately 25 to 30 per cent. Late arrivals of cloth that were due to reach the clothing manufacturers in time to make into clothing for Spring 1917 have placed the makers in a favorable position for the present booking season. Cloth that was due to arrive last fall did not reach the makers until too late for manufacture into clothing for Spring 1917. This cloth was purchased at much lower figures than that prevailing during the present year. The presence of these goods has kept the advances within the present moderate figure of 5 per cent. on the general run of lines. For specialties and new designs, however, the showings made by manufacturers at the present time will carry an advance of 25 to 30 per cent. over last spring's prices. Manufacturers have added a number of these to their samples for showing at the present time. During the past month manufacturers have been busy filling placing orders for the present fall trade. These orders were heavy and cancellations were few.

Overcoats Likely Higher

Manufacturers will be engaged in selecting their stock of overcoatings for Fall 1918 within the next three or four weeks and anticipations are rampant that prices will be much higher than heretofore. Stocks of overcoatings are getting low quite generally and manufacturers will be in the market to provide for their needs. English lines of suiting cloths are not being offered very freely, leaving the Canadian manufacturers of cloth to their own field more than at any time in the past. Dealers in cloth assert that Canadian makes are of better intrinsic value than imported cloths. The industry in Canada has made great progress in this respect since the English goods through war conditions have been restricted from the Canadian market to a great extent.

SHIRT LINES OUT

New Spring 1918 Line Has Been Received With Favor in Preliminary Survey of Field—Featuring Higher Priced Goods

SHIRTS, COLLARS.—Manufacturers of shirts and collars started their travelers on the road with their new lines of shirts during the second and third weeks in September. The feature, as the representative of one of the large manufacturers put it, is in the disposition of the makers to focus their efforts on the higher priced shirts. "We are going to push the shirts that sell at $16.50, $18.50 and $21 per dozen," stated the representative of one concern. "This will make the popular selling line at $2.50 each in a retail way. And these lines are going to take stronger than they have ever done before if a preliminary canvass of the situation is any criterion. We have recently completed a short selling trip and the merchants give evidence that they will not hesitate to book on the better class article. We will still have lines at $10.50, $12 and $15, but in our opinion they will be less of a factor in the market than ever before. Buyers are of the opinion that they are not as good value comparatively with the $16.50, $18.50 and $21 lines. Money does not seem to be any object, as consumers give evidence that they have it and are willing to spend it. Of course, the cessation of munition making may make some difference in the amount of money available, but from recent announcements it would seem that shells will continue to be made in Canada although of a lighter calibre than those heretofore made."

Bright Colorings Characteristic

The feature of the new designs is their bright colorings. In this respect they are stronger than last season's patterns so far as color goes. They are what might be termed heavy sightly patterns, stripes being the dominant tone of the styles. The new lines will run 90 per cent. to soft cuffs, according to the representative of one manufacturing concern. There is a complete absence of khaki colors in the lines shown. Although there has been an advance in price it is not apparent from first observation for the range of prices remains the same as those prevailing for the past spring and summer lines. The advance is only apparent in the shifting to the higher grade of shirts. Where popular lines were formerly $1.50 to $2 to the consuming trade, manufacturers are featuring lines that will retail at $2.50 more strongly than ever before. Such a shift gives some indication of the way the increased prices are taken up.

FELTS UP 8%

Cheaper Lines of English Felts Have Advanced as Much as 20 Per Cent.—English Straw Hats Higher Owing to Scarcity of Braid.

HATS AND CAPS.—Arrivals of English soft felt hats were fairly good during the past month and comprise the new lines now being shown to the trade. Travelers started on the road for wholesale hat houses about the middle of September and prices which they were authorized to quote by their principals were approximately 8 per cent. higher than recent quotations on the better grade of hats. On the cheaper lines of soft felt hats the advance has been much greater, being in the neighborhood of 20 per cent. One line of hats that was formerly sold at $36 per dozen has been advanced to $39 per dozen. Still another line that had previously sold at $28 has been advanced to $33. And so the prices run. Wool hats of English manufacture have been advanced from 35 to 50 per cent. over a year ago. One line that formerly sold for $3.60 per dozen is now quoted at $8. These were known as the knockabout hats. The last of the English samples reached the local market about the middle of the month. There has been delay in shipments, some having been on the way for eight weeks. There is every prospect that there will be greater difficulty in getting goods from Great Britain e'er Spring comes. There is even some talk of an embargo being placed on their shipment out of the country by the British Government. With the need for tonnage there has been a disposition to curtail in every way possible.

Straws for Spring Higher

English straw hats for delivery next Spring will be 10 to 20 per cent. higher than prices prevailing for the past Spring. Manufacturers in Great Britain have been restricted to importation of 50 per cent. of their former requirements on straw braid. In the face of this condition wholesalers anticipate there will be a run on panama hats this coming season, due to attractive prices that have been made. There has been a downward tendency in the price of panama hats until the low figures have reached $19 and $20 per dozen. Of course there are still the better grades which run into much more money but the cheaper grades are expected to be in big demand during the coming season.

RAINCOATS MOVING

Good Sale for Soldiers' Use — Higher Priced Tweed Waterproofs Selling in Preference to Lower Priced Raincoats—Good Shipment Arrives.

WATERPROOFS. — Wholesalers of waterproof coats report a brisk business during the past month, particularly on the trench coat for use of soldiers. One concern alone disposed of no less than one thousand of these coats within three weeks. There has been a good sale of the tweed trench coat also and prices have been reduced $1 per coat, making the selling price now $11 each. One of the popular lines of English waterproof coats has been increased in price $1, the selling price having been raised from $9.50 to $10.50. Any available supplies of old stock are still selling at the old figure of $9.50 but new stock that is now being placed on the shelves in wholesalers' warehouses is marked to carry the higher price of $10.50. One of the new lines of goods that has recently been placed on the market is designated as aqua tight and sells at $16 and $22 each. These goods are cloth waterproof and have the appearance of an overcoat. One of the peculiarities of the trade as

noted by wholesalers is the fact that these higher-priced goods are selling better than the lower priced, or regular raincoat. The reason for this is stated to be due to the fact that the higher-priced article has the appearance of an overcoat and can be used for that purpose when its use is not required for keeping out the rain. "We have a line of raincoats at $8.90 and some lines of waterproofs that are quoted at $18 and $22 and we find the latter lines are selling more readily than the other lines," stated the representative of one wholesale house. A shipment of some 3,000 English waterproofs has just arrived and this will place the trade in fairly good position for the Fall and Winter trade. English waterproofs and raincoats are expected to be increasingly hard to get and the Canadian dealers are thrown more on the American market for their supplies.

NECKWEAR GOING WELL

Brisk Buying for Fall Trade—Booking Ahead for Christmas Neckwear to Make Sure of Delivery—Difficult to Get Swiss Silk.

NECKWEAR.—Now that travelers for neckwear manufacturers have been on the road for some little time their principals have had an opportunity to size up the trend of trade. Reports are most encouraging. "We are making more neckwear than we have ever made," stated one manufacturer. "In spite of the drain of over 400,000 men who have already left the country on military service our trade has grown constantly and we are selling more and higher-priced stuff than we have ever done in the history of our manufacturing career. There is no chance that conscription will hurt trade so far as we can see. An additional 100,000 men will not make any material difference if 400,000 has not done so. We look for the neckwear trade to grow steadily. One of the notable features of the business too is the fact that people are buying quality in neckwear more than they have ever done. Seventy-five per cent. of our business is for the class of goods that will sell in a retail way from 75c upward. People forget the price they pay when they get good satisfaction out of a tie. It has been necessary to get higher prices for neckwear because the price of the raw materials has been constantly advancing. But with the advance has come a corresponding improvement in quality, because the manufacturers have realized that people are buying quality more than they have ever done before. Italian silks have always been a popular silk for some of the higher-priced goods. "We have had enough faith in these goods to place an order for 30,000 yards to be delivered when possible at prices prevailing at the time of shipment," stated the manufacturer in question. "We feel that these goods will sell on their merits of quality no matter what the price of the raw materials may be."

Difficult to Get Swiss Silk

Manufacturers are finding it increasingly difficult to get Swiss silk owing to the transportation situation. They have also found it increasingly difficult to know where they are at with respect to price quotations by reason of the rapidly changing value of the Swiss franc. As a result they are turning more and more to the American market as a source of supply for raw materials. Considerable difficulty is being experienced in getting experienced help by some concerns. "We have practically had to conduct a school to train our help," stated one manufacturer. "Ten days ago we started 35 girls to work and out of that number we have only 15 left. They are moving about and do not seem to hold for any length of time to one job."

GLOVES IN DEMAND

Retailers Taking Good Stocks for Spring 1918 Delivery — Sufficient Hides Forthcoming But At High Prices —Prices But Little Higher Than Last Spring.

GLOVES.—Travelers for glove manufacturers have now been on the road for some three or four weeks and reports coming in are most encouraging so far as volume of business is concerned. One manufacturer stated their prices as a general thing are very little higher than they were for recent delivery. In some instances where advantageous buying of leather was made, prices are even a little lower. "We are able to get sufficient hides if we pay the price for them," stated one manufacturer. Glove manufacturers who tan their own leather find themselves in little better position than those who have to compete in the market for the finished leather. "There is very little fine leather to be had," stated another manufacturer. "There has been such an enormous demand on Canadian and American manufacturers owing to the fact that European and British gloves have been practically shut out of this market. Available stocks of fine leather for the better classes of gloves have naturally been taken very eagerly by manufacturers. Available supplies have all been taken up for months in advance. One of the factors that have operated to keep the European gloves out of this market is the dearth of glove makers owing to the requirements of war. Some of the European manufacturers have been endeavoring to get glove makers from Gloversville, N.Y. It takes years to develop a glove maker and they are scarce owing to war operations." Volume of business for Spring 1918 delivery has been big, there being no trouble to make sales.

SHOES ARE UP

Advance of 5 to 10 Per Cent. Made Effective for Fall Booking—Business on Canvas Shoes Has Been Good

BOOTS AND SHOES.—There was a generally firmer tendency in the price of boots and shoes when travelers for wholesale houses started on their Fall booking trips early in September. Some wholesalers made the first trips in behalf of sorting business for the first two weeks and reported that trade was very satisfactory. On booking orders for Spring 1918 delivery prices will be from 5 to 10 per cent. higher than recent quotations. Business on canvas lines of shoes has been very satisfactory, better in fact than any season in the past, according to some dealers who have had an opportunity to test out the market. This business will all help to relieve the strain on leather goods, which are greatly in demand for war purposes. With huge orders for equipment for the United States army there has been a constant demand for leather that forestalled any possibility of lower prices. As noted in last issue, however, there was an easier feeling in the leather market due to the fact that manufacturers had not been buying stocks of leather recently and tanners were disposed to make concessions in order to stir up business. When manufacturers of shoes have exhausted their present stocks and again enter the market it is expected there will be a generally firmer tendency again.

OVERALLS AGAIN UP

One Large Manufacturer Announced That a Further Advance of $1 Would Be Made Effective By October 1.

OVERALLS.—One large manufacturer of overalls announced during the first week in September that their prices on black, blue and khaki overalls would be increased $1 per dozen to $22 on October 1. Higher quotations to hand on denims and drills have made higher prices necessary for Spring delivery goods. Other concerns who were quoting their lines at $19 and $17.50 remained unchanged. Their booking date has been extended to March 1 and orders can be placed on that basis for delivery up to that time. Conditions in the overall business are generally quite promising, one concern having the capacity of their plant booked for the balance of the year. Market conditions quite generally in overalls can be characterized as one of firmness. There has been an easier tendency in the raw cotton market but this has not yet affected the price of manufactured materials and will in all probability not affect goods for Spring delivery. The advance scheduled by the concern in question is an indication of the trend of the cloth market. Sorting business on overalls is reported very good.

THE BOYS' FURNISHINGS DEPARTMENT

Frank Stollery, Toronto, Has Developed Admirable Boys' Furnishings Department—General Trade Increased by Enlarging Volume and Variety of Customers—Women's Silks Featured.

WITH the approach of cool weather, articles of men's furnishings peculiar to Fall trade again begin to make their appearance in window dressings, indoor trims and advertising literature. There are few new cool weather features to be seen in connection with the regular run of men's furnishings, in fact such features are conspicuous by their absence thus confirming the fact that the chief source of trade for the men's wear dealers now does not come so largely from the young men. The approach of compulsory military measures has somewhat changed the class of trade which patronizes the men's furnishings stores, and to-day the younger boys and older men are looked to in order that trade may be maintained even after the enforcement of conscription.

The recent action of a number of men's wear dealers is confirmation of this fact, for significantly enough many of them have but recently entered seriously upon a campaign to push boys' furnishings.

Boys' Clothing in One Store

One Toronto store which is very active in the matter of pushing boys' clothing, is that of Frank Stollery. This store carries a complete range of boys' shirts and stockings, and has through recent trade worked up a nice business. The store occupies a prominent corner where the full effect of window displays is achieved, but it is significant that the boys' clothing in this store is seldom featured except by means of minor counter arrangements. In this case, the carrying of boys' lines is considered to be an advantage to the store's trade in general by not only increasing the volume of custom, but also by effecting a variety in the trade. The carrying of boys' clothing brings all classes of customers to the store, small boys, mothers, fathers and sometimes sisters and brothers buy for the small boys.

It is evident in past months that the exclusive men's furnishings store is becoming more and more the centre for trade in such lines; and owing to the fact that they are oftentimes able to give better value, there is no deterrent to such trade branching out to include boys' lines. The boy's mother is generally accredited to be a most judicious buyer, and is out to secure the maximum value, and this feature has been responsible for men's wear dealers holding boys' trade when once it has been established. Another advantage to the trade in securing this class of business, is that when the young boys get the habit of purchasing their requirements in such stores they are most likely to continue to purchase their supplies as they grow up, and hence an almost continuous trade covering a number of years is established.

The present seems the most opportune time for developing the boys' department owing to the fact that this, and the older men's trade is all that can be definitely relied on at present and for some time to come. Some stores are taking on a more complete line of boys' clothing comprising suits, underwear, collars, etc., but so far the trade in the Stollery store has been restricted to boys' stockings, shirts and blouses.

Continuous Shirt Sale

A feature of new lines for Fall is that new men's shirts are coming in in slightly fancier patterns than have been shown recently. During the summer there were many glaring colored patterns in shirts on display, but this was chiefly due to the condition of the dye market in the United States which could only supply the louder colors. Recently however American manufacturers have been able to make better use of the dyes, and some fancy patterns without the loud colors are embraced in the new shirtings.

In the Stollery store, one feature which has proved to be of great value in drawing trade is the continuous sale of one grade of shirt at a price of $1.19. So important a phase of the business has this become that a huge electric sign advertising the shirt at that price has been erected by the store on the roof of the building occupied. The sign illuminates one of Toronto's busy corners and is a first class advertising medium. The Stollery management finds that the continuous shirt sale draws much trade to the store and acts as a stimulant to other lines in the trade. Many men anxious to secure good value in a shirt can have their requirements met, and oftentimes make further purchases when they enter the store and have their attention drawn to other articles such as collars, ties, or other lines usually associated with shirtings. In addition to the electric sign, the shirt sale and other lines are well advertised by means of window posters.

Women's Silk Goods

The Stollery store has worked up a good business in connection with the sale of women's silk hose and gloves. This phase of the trade is also one which is being more and more actively taken up by men's wear dealers recently. The trade in this line is largely with women themselves, though many men, too modest to enter the sacred precincts of an exclusive women's store, also are extensive purchasers of these lines. The Stollery store is located uptown, away from the central business section of the city and for this reason it is found that many girls and women make their purchases at the store in preference to proceeding further down town. This is usually but the first step toward the permanent securing of such trade. A window display of this line is constantly being shown, and is the chief attraction of such trade owing to the fact that the store is located on a prominent corner. It takes time to accustom women to purchasing in men's wear stores, but it is a phase of the modern business which is developing rapidly and the sale

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SPRING 1917
A bigger, better business than ever, is the slogan of this store. The goods are here, and at a price which will bring us a host of new and satisfied customers. We take this opportunity of thanking the many patrons of this store for the increase in our business during the past season. This season will see another large increase, as our stock is in tip-top shape, and best of all, our prices are exceptionally low considering the market conditions caused by the war. Be one of our customers and share in the service this store affords its customers.
T. C. JOYNT Hensall
EXTRA SPECIAL
$15.00
OUTFIT
The whole outfit complete for $15
A large range to choose from
SUIT, SHOES, CAP, SHIRT, SOCKS, TIE, SUSPENDERS.
All for $15.00
A perfect fit guaranteed
Last fall we had so much success with this $15.00 outfit that we have prepared ourselves with another range of these outfits for spring.
Get one and save money this Spring on your clothing.
Tailor Made Clothing
The man who wants his clothing made to measure will find satisfaction in our clothing department. The new style plates are here, also a great big range of the new cloths. Let us make your next suit. You take no chances here as we guarantee fit and workmanship. You are specially invited to come in at any time and look over our large range of cloths for spring.
Prices; $18, $20, $25, $30 up

A panel from the Spring 1917 Circular used by T. C. Joynt of Hensall. No wonder this caught the attention of farmers and townspeople alike

SENDING OUT CATALOGUES FROM VILLAGE STORE

Good Business is Secured in This Way—In Some Ways the Mail Order Houses Can Be "Gone One Better"—A Farmer and Men's Wear Dealer, Too.

FREQUENTLY merchants doing business in towns of very moderate proportions get into happy-go-lucky methods. There is only so much business to be had, they may say. No use getting in a frenzy. If I stir things up it only means I take trade from some one else, and I'm not sure I want to do this. I'll take things as they come.

You know that kind of dealer.

Well, the answer is given such croakers by other small town dealers—hundreds of them, who are stirring things up, and who are finding daily proof that the antiquated idea of there being only a certain fixed demand is absolutely wrong. As to their wide-awake methods taking business from some other concern—well it does to some extent, but as the concern thus robbed of business is the mail order house, there need be no lachrymal demonstrations—no feeling of hoggishness need cause the dealer to blush. No, the merchant may merely puff out his chest a little for, like Daniel of old, he has met Goliath and laid him low—has kept what is his, or retaken what was his.

How Plan Was Formed

Last month some of the plans by which G. A. Hunter of Dauphin, Man., stimulates business with railroad men were related. Now comes the story of methods adopted by T. C. Joynt of Hensall—methods adopted not so much to cause a flurry which will boom his sales for a few days, but purposing to bring a steady flow of customers to the store.

Mr. Joynt is a believer in printers' ink. "The catalogue houses," he says, in effect, "are gathering good business."

"Why?"

"Well, they gave good values."

"So do I give good values, so that isn't the full explanation of the mail order houses success.

"What is the secret then?

Perhaps Mr. Joynt pondered this long. Then he reached his decision. The mail order houses give good value and they tell the people of these values.

Ah! There was the point. "I'll tell the people too—make them realize they don't have to go further than Hensall to make a good buy."

And so commenced the Spring and Fall catalogue which is a regular feature of the store's business.

Picture Tells the Story

Herewith is represented a two page spread from the Fall 1916 catalogue. This illustration tells better perhaps than could be told in any other way Mr. Joynt's method. He quotes price—always price. The idea is to hammer home values, and never for a minute is this point overlooked.

Of course the list to whom the booklet is sent is not very large. Some things, therefore, which a mail order house would have great difficulty in doing can be accomplished. For instance, on the inside back cover of his catalogue, Mr. Joynt pastes samples of the cloth which he considers the best value in his tailoring department. These samples bring in many, both from town and farm, asking to see this piece of goods or that.

Beats the Big Stores

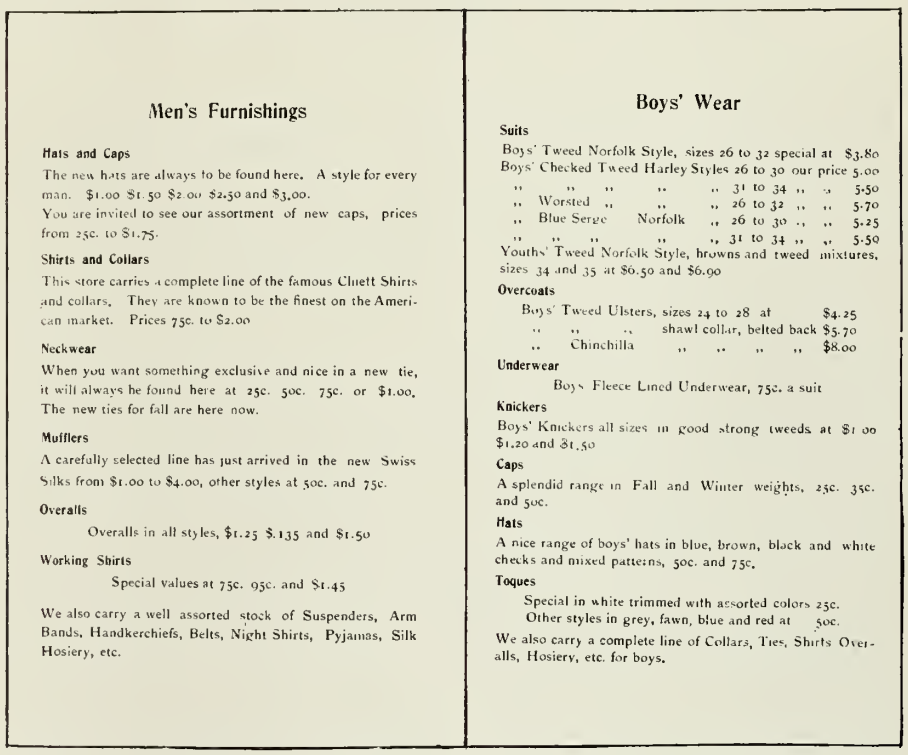
So this merchant, in a small town, in fact, for the very reason that he is in a small town, is able to go the mail order houses one better. The mail order house tells of the goods, and the price. The dealer tells of the goods and their price, and actually shows some of the pieces.

The Spring circular shown contains a remarkable offer of a complete outfit for $15. It's hard to understand how this can be given—or could be given even in the Spring. But such an offer in a rural community, doubtless has its attractions.

Owns Farm, Too

By the way, Mr. Joynt is somewhat of a farmer himself. He had, when MEN'S WEAR REVIEW representative visited him, some good crops coming along, 5 acres of onions for instance. Perhaps the farm helps the business. It probably takes Mr. Joynt out among the farmers, and that will unquestionably do good.

The store from which these catalogues go out is a remarkably fine one—lighted with electricity, and with splendid mahogany fixtures. Mr. Joynt evidently believes in asking his friends to come to a well furnished place to transact their business.



Men's Furnishings

Hats and Caps

The new hats are always to be found here. A style for every man. $1.00 $1.50 $2.00 $2.50 and $3.00.

You are invited to see our assortment of new caps, prices from 25c. to $1.75.

Shirts and Collars

This store carries a complete line of the famous Cluett Shirts and collars. They are known to be the finest on the American market. Prices 75c. to $2.00

Neckwear

When you want something exclusive and nice in a new tie, it will always be found here at 25c. 50c. 75c. or $1.00. The new ties for fall are here now.

Mufflers

A carefully selected line has just arrived in the new Swiss Silks from $1.00 to $4.00, other styles at 50c. and 75c.

Overalls

Overalls in all styles, $1.25 $.135 and $1.50

Working Shirts

Special values at 75c. 95c. and $1.45

We also carry a well assorted stock of Suspenders, Arm Bands, Handkerchiefs, Belts, Night Shirts, Pyjamas, Silk Hosiery, etc.

Boys' Wear

Suits

Boys' Tweed Norfolk Style, sizes 26 to 32 special at $3.80
Boys' Checked Tweed Harley Styles 26 to 30 our price 5.00
" " " " " 31 to 34 " " 5.50
" Worsted " " " 26 to 32 " " 5.70
" Blue Serge Norfolk " 26 to 30 " " 5.25
" " " " " 31 to 34 " " 5.50

Youths' Tweed Norfolk Style, browns and tweed mixtures, sizes 34 and 35 at $6.50 and $6.90

Overcoats

Boys' Tweed Ulsters, sizes 24 to 28 at $4.25
" " " shawl collar, belted back $5.70
" Chinchilla " " " " $8.00

Underwear

Boys Fleece Lined Underwear, 75c. a suit

Knickers

Boys' Knickers all sizes in good strong tweeds at $1.00 $1.20 and $1.50

Caps

A splendid range in Fall and Winter weights, 25c. 35c. and 50c.

Hats

A nice range of boys' hats in blue, brown, black and white checks and mixed patterns, 50c. and 75c.

Toques

Special in white trimmed with assorted colors 25c.
Other styles in grey, fawn, blue and red at 50c.

We also carry a complete line of Collars, Ties, Shirts Overalls, Hosiery, etc. for boys.

Two pages from the Fall 1916 Catalogue sent out by T. C. Joynt, Hensall, Ont. Prices look very low considered by present standards

JOINS DOWLER BROS.

Sarnia Observer.

Preston Bartlett of Macdonald Bros. staff left yesterday for St. Thomas, where he has accepted a position as buyer for the gents' furnishings department for R. H. and J. Dowler Co., of London. His many friends will extend him every good wish for his future welfare.

THE BOYS FURNISHING DEPT.

(Continued from page 60)

of women's hose and gloves combined with the increased sale of boys' clothing and the bringing of other trade to the store through this source, will be big factors in rendering the men's furnishings store of the future a bigger element in trade, and will extend its field to furnishings for all classes of customers.

"Killed in action, August 21," is the word received by the mother of Lorne E. Carscadden, member of the firm of Scales & Carscadden, general merchants, Virden, Man. He was 27 years of age and unmarried.

KNITTED GOODS

KNIT GOODS STRONGLY HELD

Break of Seven Cents in Cotton Market Not Considered a Factor—Prices Have Never Been Based on 27c Cotton—Shortage of Labor Still Difficulty—Fall Deliveries in Finer Lines Much Behind

THE interest in knit goods lines at the present time is divided between Fall deliveries and Spring placing prices.

The season now being pretty well advanced, it is interesting to notice the difference in opinion that jobbers and retailers give as to deliveries of Fall placing business. Some report excellent shipments with orders pretty well cleared up, some that they only have a very small proportion to hand. To sum the situation up, it would seem that lines not requiring the finer grades of yarn have been pretty well delivered, but where imported and fine grade yarns have had to be used, deliveries are very backward and are liable to remain so.

Sweater coats shown for Fall so far have few new features. Heavy rope stitch, of course, is good and is shown mostly in plain colors. Club stripe effects in trimmings used down front of coat only, are shown in a number of stores, but the demand does not appear to be expected to be heavy, and everywhere dealers have kept away from any heavy buying in fancy lines. Prices, of course, are high, so much so, that there are few all wool lines shown, the heavy union or cotton article largely taking its place. Pull-over sweaters which came back strongly last Fall and Winter, are expected to be good again this season, but will by no means oust the ever popular coat.

In underwear lines, the noticeable feature, as Fall deliveries are being made, is that retailers have placed heavier orders than ever in combinations in comparison with separate shirts and drawers. This is, of course, no new feature as this tendency has for long been pronounced, particularly in the larger centres, but dealers report that this season shows that even the smaller places are taking to the idea strongly.

Hosiery in the coarser woolens and unions is being well delivered. Finer lines, however, cashmeres and near cashmeres are coming to hand very slowly. So many retailers, however, have stocked ahead in these lines, that but few are fearing any immediate shortage, their Fall placing being largely on odd lines and to fill future wants rather than those of early Fall.

One Hosiery Mill Cancels Back Orders

One large hosiery mill created a sensation a while ago by cancelling all back orders of Fall, 1916, and Spring, 1917. While some jobbers and retailers are inclined to demur at this, there is no doubt that there was no other course open for this concern to take, as they were hopelessly behind in deliveries, and having in past seasons away oversold their output and all contract yarns they could have only filled back orders by buying yarns at prices that would have been ruinous if they had been compelled to fill these orders at the prices prevailing a year ago. This same firm had not at time of writing announced their prices for Spring 1918, and it is believed that their policy will be along very conservative lines from now on. Orders will only be accepted for which yarns have been contracted and prices will then be withdrawn pending developments.

Break in Cotton Not a Factor

The sharp break in raw cotton of the past week is not expected by the mill men to have any influence on prices. Goods are at present, it is pointed out, being made up from yarns contracted for before cotton reached its top figure, and even if cotton eased off another couple of cents, while it would check all advances, would only bring manufactured prices to a level with the raw product.

One of the big troubles of the Canadian knitting mills has been that of a shortage of help. It is expected that the slackening of munition work in many places will let a large number of girls and women free for such employment as this. On the other hand, the American Government has placed large orders with some of our mills here, and there is no doubt that all labor offering will be quickly absorbed.

To those retailers who have not protected themselves for Spring, it would appear to be good business to go out and pick up their staple lines now. Many claim that they are able at the present time to buy lines from the jobbers at much below the Spring placing prices asked by the mills, and where this is possible it would appear to be better than buying regular lines at higher prices.

Summer Lines Retailed Below Cost

Mill men have for some time taken the attitude that the retailer has not thoroughly appreciated the condition of the market, and many dozens of goods were being sold this Spring and Summer over the retail counter at prices below what the mills were asking the jobbers for the same goods.

The retail dealers, however, assert on their part that they were unable to raise prices along with the market, owing to competition, and the fact that they were dealing direct with the public, who were quick to blame them for all advances. While there has been some reason for this attitude, it has been evident that the trade has shown no inclination to slaughter any lines of Summer staples, and are carrying them over, sooner than cut prices in view of the prices they will be asked for Spring lines to replace them.

Underwear Mill Withdraws Prices

One large mill which specializes on balbriggan underwear, has already withdrawn its Spring prices, claiming that it has booked up to its immediate capacity, and up to the extent covered by its contract yarns. While no business is being looked for at the present time, it is understod that anyone so desiring can place orders on a price averaging about 10 per cent. advance on opening prices. This means that balbriggan lines that were being asked $6.50 for Spring, will likely be held for $7.50 when sorting time draws near.

There would appear then to be no object in holding back further before purchasing Spring lines. Manufacturers when spoken to about the fall in the cotton market, answered that that could have no effect, when their difficulty was to get the yarns required at any prices, and that this would be an increasing instead of diminishing difficulty, seems fairly certain.

Spring Placing Below Average

Jobbers and mill men both admit that Spring placing, has on the whole, been below the average. The retailer seemed very reluctant to place at the high prices asked, feeling that they could hardly be worse and might possibly be better.

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HATS and CAPS

SILK FINISHES IN SPRING SAMPLES

Spring, 1918, Felts in Silk Finishes at Higher Prices—"High-up" Flange Style—Light Belgian Colors Popular—English Samples Late—New Dyes Are Better Quality

THE long delayed hat samples for Spring 1918, have come to hand, and already travelers from local wholesale houses have gone on the road. As predicted in communications recently exchanged between local representatives and the headquarters of a number of the leading American hat manufacturing firms, there is little change in styles, methods will work in all localities and though prices are running riot and thus living up to their reputation acquired since the war commenced. Reports of shortage of raw material, chiefly fur, and consequent high prices and shortage of labor, continues to come to hand, and confirmation of them is reflected through the new samples which have just been received. The new samples include felts from the American factories.

The American Panama samples came to hand a few weeks ago. There are no new samples of derbies owing to the fact that exorbitant prices and a general tendency toward falling away from this style of hat for ordinary wear, are expected to greatly curtail trade. With the present samples on hand, the stage is all set for another season, and before many more days all the travellers are expected to be out.

Silk Finish in New Felts

The outstanding feature of the Spring 1918 samples of felts is the silk finish. A distinctive appearance is lent to the hat in the soft finishes which can be made most attractive by careful brushing. It is stated by local dealers that the new finish was applied owing to the fact that the best quality fur and other materials entering into the manufacture of felt hats are not now available owing to the condition of the world's markets, and the great curtailment of ocean transportation. The silk finish gives the hat a rich appearance and greatly enhances its apparent value. This new finish covers up any appearance of low grade material used in its construction.

As stated, prices are again soaring, and it is significant to compare present prices for certain grades of hats with prices at the commencement of the war and at certain periods since, for the same grades of hats. The cheapest grade of the new felt in silk finish is $21 per doz., as compared with a recent price of $18 per doz., and a price of $13.50 per doz. in trade prior to the war.

The new silk finish felt comes in a variety of grades, and as low as $24, a beautiful hat with silk lining can be obtained. This new hat is declared by dealers to be taking well in the trade where it has been introduced, and a very good year's trade is expected.

Light Colors Popular

Recent tendencies in colors have had a distinctive leaning towards the lighter shades. Owing to the conditions of the world's dye industry, it is impossible to introduce anything new in the way of shades, and the staple greens, blues and greys will again comprise the bulk of the trade from a color standpoint. In the new samples light Belgian colors cedar and browns are particularly good, and these light shades are expected to have a good season's trade. Dealers report a growing tendency toward these colors in recent years, and their popularity has been encouraged by a persistent showing of them. It is stated that the light Belgian colors are likely to supersede the formerly popular pearl shade among the trade which prefers the light colors. Apart from the increased number of hats being shown in light shades, there is nothing outstanding in the new samples from the standpoint of color, and no distinctively new shades are being shown at all.

High Rolling Sides in New Felts

The style of the new felt samples also indicates a slight change, though nothing really new has been attempted. The new samples indicate a growing tendency towards the high rolling sides, or what is known among dealers as "the high-up flange." Brims are also evidently getting smaller, and in the new samples they have got down as low as 2⅝ in. brims. This slight deviation from the beaten path of recent seasons in the matter of style, and the new silk finish are the outstanding features of the new felt samples.

English Samples Late

As yet there have been practically no English hat samples come to hand for Spring 1918 trade. American straws are on hand, but the English straws are being awaited by some travelers. Some English shipments have been on their way for nearly two months, but owing to difficulties of transportation have not put in an appearance yet.

As stated previously, there are not expected to be any new samples of derbies, and last year's samples will be used for what trade there is in this branch this year or for next Spring. The high prices on stiff hats is chiefly due to the difficulty in getting shellac and alcohol. Both these requirements in the manufacture of stiff hats have to be specifically requisitioned from the Government owing to their wide use in the manufacture of war munitions, and very small quantities are available for the manufacture of hats. The high prices on these hats is attributed to this cause, and in combination with the lessened demand, owing to the fact that many men in both United States and Canada are being called to military service, a heavy demand is not expected by dealers.

Dye Situation Less Acute

The dye situation in respect to the manufacture of hats has been slightly relieved recently of its most serious aspect. The inability of American plants to produce the quality of dye which formerly was on the market from foreign sources resulted in the necessity of dealers admitting their inability to guarantee colors. This admission took the form of a stamp generally applied to all orders, to the effect that owing to the condition of the industry, colors could not be guaranteed. Recent information from the factories and headquarters of the hat manufacturing firms in the United States indicates that manufacturers are now becoming more efficient in the handling of the new colors and are securing better results. Local dealers report that the new colors are very satisfactory, though as yet there is no guarantee given of their lasting qualities.

American Panamas

The American Panama samples for 1918 trade have recently come to hand,

(Continued on page 66)

SOMETHING NEW FOR THE CARDWRITER

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

LESSON NO. 7.

Air Brush Work

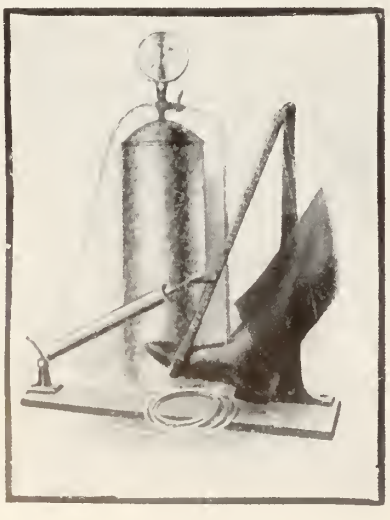
THIS lesson begins a new phase of cardwriting which has never, to our knowledge, been taken up so thoroughly and minutely by any trade journal in the Dominion.

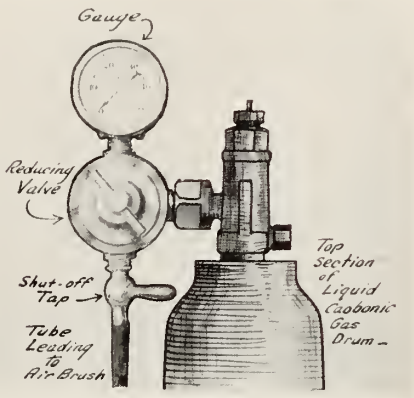
Beginning with this lesson, we give a detailed account of the many uses of the air brush for making better show cards, together with full instructions regarding its operation, and what material to use to get the best results..

While the majority of you are probably strangers to the use of the air brush, there may be those among you who are familiar with its uses and possibly even own one of your own. A careful study of this lesson will not only initiate the novice in the mysteries of the art, but will put the old hand in the way of becoming an adept in this branch of the work.

Before going into the many uses of the air brush it will be interesting to know something of its history and its make up. To start with, the air brush was not originally intended for show card decorating. It was invented and made for the purpose of enabling the artist to get shaded and clouded effects more rapidly than could be done by any other means. It proved such a success that air brush work was gradually made use of in various forms of advertising. Then latterly, when this instrument was manufactured at a more moderate price, it was easily seen what a big advantage it would be to the cardwriter, and it has proved itselg an invaluable asset ever since.

The air brush, like all new inventions, was far from being perfect when first brought out, but as one improvement has been added to another, we have to-day an almost perfect instrument for spraying





ink. It can spray anything from a hair line to a wide, misty cloud, and can change from one to the other in an instant.

The air brush itself is not any thicker than a fountain pen, and not quite so long. Most of the metal parts are turned out of brass and nickel-plated. Each part fits perfectly, being measured to the thousandth part of an inch.

Of course, various makes have various styles, but all work on practically the same principle. Some have ink cups on the side; others glass jars underneath for holding the ink. The lever which regulates the supply of compressed air and ink is situated on the top, and is operated by the fore finger. The principle on which it works is this: The compressed air being released, is forced through and out of the point of the brush, the operation sucking the ink from the ink container and breaking it up into a fine spray as it passes through the point.

On the under side of the air brush is an inlet with a valve placed in it. To this is attached the tubing which conveys the compressed air from the tank. This valve is opened and closed by the lever on top, which also regulates the flow of ink.

Air Pressure

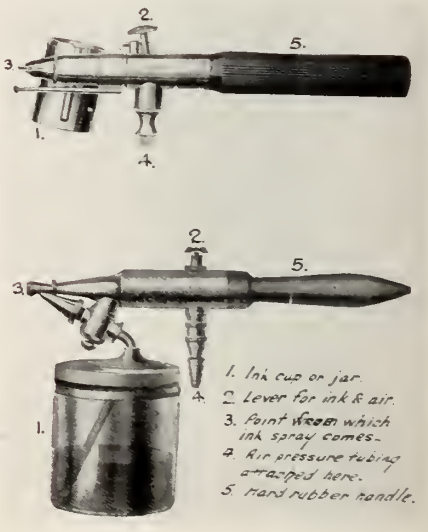
Many are the methods for producing the compressed air, and it is up to you to pick out that which is most suitable for your particular requirements. An electrically-driven pump for use of person needing compressed air continuously is too expensive a method for one having only a few cards to decorate daily. A water motor pump, which can be attached to the city waterworks, is also unnecessarily expensive for the store cardwriter. One of the most practical and handy pressure outfits is the carbonic liquid gas outfit. This is excellent if you can obtain the gas drums. These are the same as those used to operate soda fountain. Only the contents of the drum are sold, the drum being returnable when empty. What you have to obtain is the reducing valve and gauge, as shown in Fig. 2. This is screwed on, as shown in illustration. The tap underneath regulates the supply of gas coming through the gauge and the tap at the outlet turns the gas off and on as required. This is an outfit recommended because there is no pumping to be done.

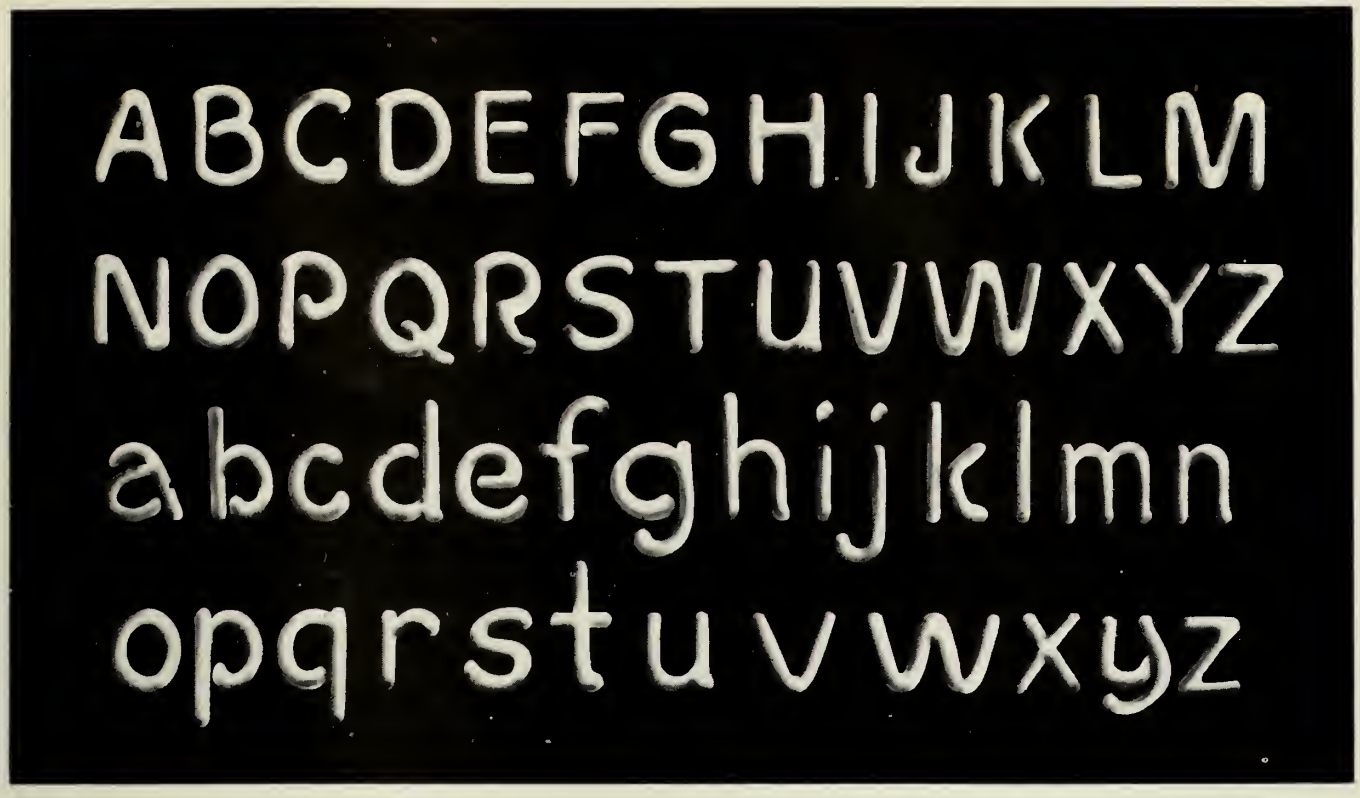
If you are so placed that you cannot obtain these tanks, don't buy this outfit. You will have to revert to the hand or foot pressure outfits. The hand pressure will do the work, but is not as easily operated as the one pumped up by the foot.

The foot pump outfit consists of four distinct parts—(see Fig. 3)—the swing for the foot to rest in and the pump (both of which are on one board), the air tank and the gauge on top of it. This outfit is a very handy one, and can be moved from place to place much more readily than can the gas outfit.

Air Brushes

Many are the varieties of air brushes manufactured and used by artists and cardwriters, and the majority of them give perfect satisfaction. Some are made expressely for art work, and of late years less expensive ones have been made expressly for show card work. Show card writers' supply houses can give full information as to the best one for your particular work. Fig. 1 shows two models which have been selected from the catalogues of different makers. This is just to illustrate what the brushes are like, and does not mean that these particular models are any better than others. This illustration is self-explanatory. Of course, it just gives you a general idea, but you will find experience is the best teacher.





Air Brush Cleanliness

Experience will teach you a great deal more about the handling of the air brush than you can ever learn from text books, but a few words about the care of this delicate instrument may save you many dollars in repair bills. First of all, treat it as you would your watch. It's mechanism is very accurate, and must remain that way, so keep the brush clean at all times. That is, when you are through with it, do not allow any ink to remain at all, or it will corrode, thus causing the small passage way to clog.

First of all, empty the ink out of the ink container, and run clean water through the brush until all traces of it have disappeared. Then run through a small quantity of wood alcohol. This wll cut all traces of foreign matter and leave the brush nice and clean for the next time. All threaded joints of the air brush, which are frequently taken apart, should be rubbed with a little vaseline once in a while. This will keep the joints from sticking. You are given a holder with the outfit for the brush. Be sure and use it. Don't leave the brush lying on the desk. It is a bad policy, and is liable to do harm to the brush.

Ink to Use

Cardwriting supply houses or art stores have special inks for air brush use. These come in all standard colors, and by mixing these colors you can obtain any neutral shade you desire. Black ink for this work should be waterproof, because it is used for shadow script work, which will be taken up later.

Some of the outfits have an ink strainer with them. This is an excellent idea, because dust is liable to get into the ink and block up the passage. Keep your ink strained therefore, and you will have less air brush trouble. Several thicknesses of cheese cloth will also strain the foreign matter out of the ink.

Don't start any complicated work. Keep to the simplest forms until you have mastered the handling of the air brush. One of these is shading on the surface of letters to give them a round appearance. This is mostly done on a rather bold faced form of lettering so as to give it the rounded effect. The Roman lettering does not stand out so well treated in this manner.

First of all you want to know what colored letters on what colored cardboard make the most effective combination for this shaded work. A black card with a white letter, the latter rounded up with green or black ink, makes a good combination. White letters on a dark grey card rounded up with black ink is another good one. White letters on a brown card air brushed with brown or black ink also show up well. A white card with a red letter shaded with dark green or black ink makes a striking combination. There are many others that can be worked up, but these are a few of the standard combinations which should be enough to start.

A close study of the chart will give you a good idea of how the letters should appear when completed.

You will notice that the heavier spray is put on the lower and left hand side of the letter. This is what makes it stand out and give it the rounded appearance.

Work with the brush about an inch away from the letter. Hold the brush lightly, but steadily in the hand so that the spray can be put on evenly.

The finished card illustrates air brush work when completed. You will notice that very few words are used on this card. This gives you more chance to make a bold-faced letter which can be rounded up to better advantage and more easily than the smalled variety.

The alphabet illustrated and used on the completed card, is especially adapted for air brush work. It is made with the brush stroke method and the ends of the strokes you will notice are rounded instead of square. This is a new type for my readers to practice, and will be found quite easy to execute, especially if you have accomplished other brush stroke lettering as shown in previous lessons.

PERPLEXING SITUATION re COTTON—SHOULD DEALERS SELL OFF RESERVE STOCK?

THE situation in all cotton products is full of interest at the present time. Prices of raw cotton have declined remarkably and perhaps because of this unexpected visible supplies of cotton products have come to light in Canada.

The question which naturally arise, therefore, concerns the future—what is it going to bring with regard to cotton—does this drop of the raw product, and the apeparance of larger visible supplies than had been expected, indicate any decline in price as likely—is this a good time for retailers to dispose of reserve stock which they have been building up?

The question is full of difficulty, but there are some guiding facts which it may be well to bring out at this time.

The decline in the raw cotton markets is of course to some extent the result of speculation. Rumors of a poor crop had got about and prices advanced in consequence. The crop has developed much better than anticipated with the natural result that prices have tended downwards.

Aside from the crop itself two factors are at work in the United States One is the huge demand for cotton products resulting from the need of the army now being formed. The other is the inability to secure bottoms in which to carry abroad the surplus cotton.

Perhaps this latter factor is of such importance as to offset to a considerable extent even the demand of Uncle Sam's army.

But these facts after all do not entirely explain the situation in Canada—certainly they do not explain why some manufacturers are at the present time selling cloth which they had bought to cut up for such products as overalls. One Toronto manufacturer has been selling a well known brand of cloth at a figure slightly below the market quotation. This has caused some wonderment. The situation, however, is easier of explanation when the facts lying behind are known. This Toronto firm bought in the stock of a Western Ontario overall manufacturing plant which had gone out of business. Among the stock was this well known grade of cloth, which the Toronto manufacturer is not using. He did not want to commence the use of it, therefore put it upon the market at once, and to make a quick sale of the matter, made the price a little below the regular market figure.

Another manufacturer has been offering for sale rather large quantities of khaki drill. This he has been quoting at a figure in excess of the market price however, evidently being well stocked himself and having come to the belief that other manufacturers were very hard up for the product.

Most of the offers of cloth which are being made in Canada at the present time—that is offers other than those from the regular cloth houses—are found to be the result of some such circumstances as are indicated in the two cases cited. There does not seem any reason to believe that the makers of the cloth are to be in a position to drop their prices very quickly. At the moment they may be able to buy raw cotton at a favorable figure. Their dyes, however, and their workmanship are costing them high and there seems no certainty of any decline.

In fact, so firm is the market, that some of the large Canadian overall houses are expecting it will be necessary to make an advance in price. They evidently look upon the recent drop in cotton as a mere market fluctuation—something which cannot endure.

There is another side to the matter of course. If the war continues for any length of time the shipping difficulties will tend to become more and more severe, not only because of the losses due to submarine attacks, but by reason of so many bottoms being employed in taking over United States soldiers and the supplies which will be required by the soldiers.

This will of course mean greater difficulty than ever in shipping cotton, and would perhaps tend to keep the price of the raw at a lower figure than has obtained for the last year. How much lower, it is impossible to tell. The prospects of the next crop, and the cost of converting from the raw to the finished product would enter very largely into the whole question as it applies to the purchases of cutters-up.

Should the war terminate more quickly than is sometimes expected—and predictions to this effect are particularly common in the United States—it is generally expected that the cotton market would rise sharply, and that a period of high cotton prices would set in. The reason for this of course would be the great need of the central powers for cotton, and the greater ease with which shipping facilities could be secured.

What then is the wise thing for the retailer to do—sell off his reserve stock or keep it as a safe-guard and as a source of revenue at some later date?

It all depends upon the stock and upon the position of the retailer probably. There is a question if it is wise for a merchant to carry too much reserve stock—better often to let the wholesaler or the manufacturer do that, and devote efforts particularly to merchandising. If keeping the big reserve stock is affecting credit in any way—making it difficult to take all discount—then a sale to the best advantage would seem very wise.

MEN'S WEAR REVIEW doubts however if it would be possible for some time to replace stock sold out now at anything like the figures at which this reserve stock was secured. If the amount is not excessive there does not seem to be any reason to fear that some sudden turn of the market will turn this reserve supply into a white elephant.

KNIT GOODS STRONGLY HELD

(Continued from page 62)

These people now point to the break in cotton as a proof of their foresight. However, the retailer who will have the goods to sell when the season opens, even at present figures, is going to have the advantage over the dealer who has held off too long, and is unable to procure it at any price. Excessive buying with the market undoubtedly touching about top figures is, of course, unwise, but covering certain necessities of staple lines can hardly be longer delayed or can only be done so at serious risk of no goods to show when the season opens.

SILK FINISHES IN SPRING SAMPLES

(Continued from page 63)

and judging from their distinctive appearance a big trade is expected. Baliluks and Bangkoks in fedora shapes and light quality material are chiefly in evidence in the better quality hats. Soft braid hats have evidently been superseded by body hats, and yacht shape Panamas in straight brim and pencil curl designs are also expected to be popular. Some dealers expect that next year's summer trade will consist chiefly of this type of Panama hats in preference to boaters and other types. Little is guaranteed in the way of prices on Spring 1918 Panama samples, owing to the uncertainty of the market.

Splendid Opportunity for Canadian Manufacturers

The shortage of English hats being imported into this country offers a splendid opportunity for Canadian Manufacturers to push their own lines without competition or interference. In this connection it is significant that some salesmen for wholesale houses working on a commission basis have recently linked up with some Canadian manufacturers owing to the threatened curtailment of the usual stock of English hats. Should this action become general, it will give the Canadian manufacturer an opportunity to become a more important factor in Canadian trade.

The Glove and Mitt Company of Canada, Ltd., has been incorporated at Montreal, Que.

SHIRTINGS GO HIGHER---NO CHANGE IN SIGHT

Cotton in Such Great Demand That Any Lowering of Price Seems Remote — Madras Cloths Getting Scarce—Military Shirts Again in Some Demand.

ELSEWHERE in this issue something is said regarding the cotton situation, it being there stated that little hope of an early decline in price need be entertained. Events since that article was written give strength to the opinion there expressed. Cotton cloth seems far more likely to go higher than to drop in price—indeed advances in some lines of cotton are being recorded almost daily.

The general situation all tends to make a strong market. The raw cotton crop has not been the bumper which was, for a time expected. It is a good average crop, that is all. The Bulls have been making capital of the fact that a good many Southerners have put some of their cotton ground into peanuts. This is, indeed true, but an acre of ground produces a tremendous quantity of peanuts, and it is doubtful if the acreage thus taken away from the cotton fields will have any appreciable effect on lowering the cotton production.

Cotton's Widening Use

But the swing of the pendulum the other way is important. Cotton is now being used in many new ways. Take, for example, the matter of clothing. As reported elsewhere, the U. S. Government is urging clothing makers to forego the production of all-wool suits. It is urged that the soldiers' uniforms cannot be made of all wool. Full of meaning this request to clothing makers, which, of course, is a request, which, if necessary, will be followed by a command. It spells a huge increase in the demand for raw cotton to be used in connection with wool in constructing all kinds of cloth for clothing.

A Specific Rise

As an instance of what buyers of shirts may expect, one line may be mentioned A certain navy cloth used for working shirts, was for the Fall bought at 29c. For Fall of 1918, a price of 40c has been quoted, and at this figure, be it noted, the order has been placed.

Cloth Man Has Whip Hand

This is a time when the cloth maker is in an exceedingly independent position. Probably he has his troubles with the sellers of raw material, dyes, etc., but certainly when he comes to sell his cloth he can—if so inclined—dictate. The result is a difficult position for Canadian manufacturers. They now have to take in stock earlier—pay for it earlier—all of which, of course, shoves up the cost of their production just so much, necessitating a higher price being charged the retailer.

As indicating this situation, consider the case of a manufacturer, who recently placed an order for 9,000 yards of a certain material. This he ordinarily would have taken into his warehouse in three lots, spread conveniently over the year; but this year the whole 9,000 yards was piled in on him at once. He had to find space for the shipment, and find the money to make payment in the 60 days' time allowed—just one more problem this of plant congestion and of finance.

Labor Situation Still Bad

The labor question, it was hoped would be rendered more easy as a result of girls being released from munition plants. Perhaps some betterment has come, but on the whole, it has been found these girls have big ideas as to the wages they should receive. They have been getting large wages, and hate to work for less. Moreover, many of them are able to get big pay from the silk cutters up.

Retailers Careful

A certain conservative attitude on the part of retailers is noted at present. Some have good supplies on hand, and are selling out of stock rather than buying new stock. This the manufacturers regard as rather a favorable turn of events. For some time now dealers have been inclined to anticipate their needs—buying this season what they expected to need a season ahead. It caused some uncertainty as to what the actual demand for shirts was, and this movement toward buying only for immediate needs is therefore looked upon with favor although there is the feeling that goods bought on the present market for Fall, 1918, would prove a good buy.

Soldiers' Shirts Again

As a result of the conscription steps—which is sure to result in a revival of the demand for military shirts—orders for officers' shirts are once more being received. The volume of this business is not very large yet—everyone seems a little skeptical about the Military Service Act—still the orders are an indication of what is to be expected.

A Cloth to Watch

By the way Madras cloths might well receive careful attention of buyers at present. These are being shown for Spring, but it is far from certain if they will be available for the succeeding season. Madras cloths have to be woven to get the best effects. The weaving, of course, has to be done in the gray; bleaching then following to get the right white. Now with the finest dyes off the market, or nearly so, this bleaching after the weaving will be apt to kill the dye. This is a point to be borne in mind. For Madras shirtings it would seem wise to place orders early.

Some New Styles.

Collar sales are being stimulated at present by the appearance of one or two splendid new styles—a real credit to the designers. This applies to the stiff collars—but is true, to some extent of soft collars, too. These, by the way, are fulfilling predictions and are evidently going to be strong for all winter use.

TRADE NOTES

Leaf's Limited, men's furnishings, has been incorporated at Gull Lake, Man.

Wm. Wasserman, clothing, has opened new branch store in Regina, Sask.

Kouri Bros., overall manufacturers, Montreal, Que., have been registered.

R. Duguay & Co., hats and men's furnishings, Montreal, Que., have sold stock.

B. Barsky, men's furnishings, Winnipeg, Man., has been succeeded by B. & P. Clothing Store.

Roy Boyes, who for over 17 years has been connected with the men's wear trade in Chatham, Ont., has recently taken over the management of the Chatham branch of the Lyons Tailoring Co.

SUITS & OVERCOATS

RAGLAN OVERCOATS TO THE FORE AGAIN

A Word or Two on Styles—Are the Ladies Responsible for Even the Fashions in Men's Clothing?—Double-breasted Coats Gain Somewhat —What of the Belt.

RECENTLY something was said regarding the resolution moved, and almost unanimously carried, at the recent meeting of clothing designers in Chicago—a resolution wherein the need of conserving cloth was brought out and sweeping regulations approved to the effect that this saving might be made.

It begins to seem that after having passed that resolution in a thoroughly patriotic manner the designers hurried home and commenced the preparation of models which were somewhat more extravagant in cloth than ever.

Of course these designers were almost entirely from the United States. The result of their work however, is being seen to some extent in Canada already, and it cannot be said that there is much indication of more economical styles coming early into being in this Dominion.

Blames Styles on the Ladies

Talking over these question of styles with various clothing men an opinion was secured from one designer which is unique, though doubtless in large measure true. This man always takes a novel view of a situation and at the present time blames the tendency of the somewhat extravagant styles on the ladies—ungallant, well perhaps, but he was speaking from the heart.

"Since the time of Adam" says the man "styles have been set for men largely by ladies. When hoops were being worn by them, men were wearing frock coats with very ample skirts. When the ladies were wearing long trains, men were called upon, by the dictates of fashion, to wear morning coats with coat tails extending half way between the knee and the ankles. Then in recent years the ladies took to the tight short skirts—the hobble skirts—and immediately the designers of men's styles followed suit to some extent and all mankind had to take off their shoes before pulling on their trousers. The trouser also was shortened, under the influence of the short skirts being worn by the ladies."

Now ladies are commencing to wear more ample clothing—larger coats, a little more full, and skirts somewhat longer and more full. The result this designer believes, will be a tendency for fuller styles for men and a lengthening both of coats and trousers.

A conservative Spring model, sure to be popular. Shown by B. Gardner & Co., Montreal.

Whether all of us will go as far as this expert, and blame the men's styles entirely on the ladies is a question; but there is no doubt that the tendency to lengthen the coat does exist. Some models are 30 inches long now. Some shown by a famous New York designer as worthy of particular attention, are 31 inches long and the indications according to this man are for still greater length.

The Trade from Missouri

On the other hand there is a feeling in the trade that buyers of men's clothing do not particularly want any great change in coat lengths, and the dealers simply will not buy what is too different in this respect.

A tendency towards greater favor for the double breasted coat is noted at the present time. The large department stores are often considered barometers indicating the way business is going to move. One of these has recently placed an order—a hurry up order—for a number of double breasted suits. Evidently the buyer of the store's men's clothing department feels the demand is better for this class of suits this Fall. The majority of manufacturers do not think there will be a great call until Spring, but look for a good business—considerably more than for years—in double breasted suits at that time. For Fall 1918 they expect a good big demand, though even then of course the call for double breasted will be but a small proportion of that for the sac coat.

Welcome the Raglan

The Raglan coat, it seems, is going to be worn quite extensively this Fall. Some makers have been showing this for several seasons and without finding a great response. This season the response came almost unexpectedly and the work of manufacturing has to be rushed.

One Raglan coat seen was a handsome D-B model with ulster collar and with a belt going entirely around enabling the coat to be gathered in loosely or closely according to the taste of the wearer.

The pockets were slash vertical—a style which it seems will be quite popular this year.

A Novelty coat which MEN'S WEAR

REVIEW saw was very military in effect having a yoke at the back and full pleats in the skirt, heavy cuffs, and belt all around. This was being made particularly for one customer and is hardly likely to be in general demand.

Young Men's Trench Coat with inverted pleat down centre of back—Belt all round with buckle. Shown by John W Peck & Co., Ltd., Montreal

More Buttons?

By the way there seem signs that the free use of the button is going to become more general—perhaps our designer's attempt to blame the styles on the women may have something to do with this, however that may be it is noticeable that some men's coats are shown for Spring with four buttons at the cuff. One double breasted model, being shown for Spring, has no less than eight buttons on the front instead of six.

Lapels for Spring are the question of some debate. As time advances it seems that the wide lapels with the soft roll will be very much the thing. The lapel will be in many cases one half inch wider than for the previous season,—at the notch running from three and a half to three and three-quarter inches in width. The notch by the way will be small on the higher class suits it seems. Of course there will be some exceptions as the personal opinion of the designer has much to do with this.

Yes, the Fur Collar

In overcoats fur collars are going to be worn, whatever may be said to the contrary, a lot are being made at the present time for use this Fall.

As far as suits are concerned the belt continues popular. Many models are being shown for Spring with belt however that will not be sold to the consumer that way. The belt is a thing which can be taken off without much difficulty. Manufacturers are showing their styles to some extent with a view of having the belt changed. It is a matter for the dealer to decide for himself. For a certain class of trade of course belts will be very strong for Fall. They will perhaps tend to weaken for the succeeding season however.

By the way a new feature which is noted in models shown by some of the best authorities is the little coin pocket appearing just above the handkerchief pocket on the right side. This little pocket, when it was formerly in use years ago, was very popular. Then there came the pocket within the pocket, but now it seems there will be a turning back towards a separate small pocket. Certainly the models which MEN'S WEAR REVIEW has seen with this new feature are very smart looking.

THE TWO BLOOMER SUIT---ANOTHER VIEWPOINT

IN the September issue of MEN'S WEAR REVIEW something was said regarding the two bloomer boys' suits—an opinion being quoted to the effect that the extra pair of bloomers would probably not be shown so much in boys' clothing for the coming season—this because the high cost of cloth is causing the prices of boys' suits to advance so much that only by dropping this extra pair of bloomers can the figures be made to seem anything like those which have been previously demanded for this class of goods.

Evidently this is a point on which there is some difference of opinion. Says one Maker: "It is a well known fact that the great majority of people prefer to buy their boys' suits in the two bloomer styles as one coat will always outwear two pair of bloomers, and in all the better classes of goods an extra pair of bloomers made from the same material as the coat, is much more to be desired than an odd pair. Of course in low priced goods it is a question of price almost entirely and a great many people would prefer the suits with single bloomers."

The opinion of dealers corroborates that of the manufacturer above quoted. Some boys' suits, they seem to find it necessary to have to sell at a price. For the most part however it is possible to get figures which in former years would have been considered prohibitive. Many dealers still like the two bloomer suits—have found it in great favor with their customers, others seem to look upon it with less favor than a year ago. The opinion of these is that by the time one pair of bloomers is worn out the coat is commencing to have a shabby appearance and is only good for the rougher wear. An extra pair of odd bloomers is suitable to give the coat this added life.

The question of cloth for boys' suits is a mixed one. Says one dealer: "We are having a great demand for boys' Cottonade suits at the present time as they can be sold for a long way less money than tweed shoddy, and besides they will give much better wear. According to this dealer it may take some little time to introduce this line but with the soaring prices of tweed he regards it certain that the demand for cottonade will generally be established."

Certainly this is a line which will give splendid wear. It is a cloth which will not stand being rained on, and therefore is not altogether suitable for the boys day-in-and-day-out wear. On the whole however it will doubtless give general satisfaction and does seem sure to be much stronger with the trade in the coming months than ever before.

U. S. GOVERNMENT OPPOSING THE USE OF ALL-WOOL IN THE MANUFACTURE OF CLOTHING

DEFINITE frowning down upon the use of all-wool in clothing is now taking place in the United States.

Through the Commercial Economy Board of the Council of National Defence the government has communicated with clothing manufacturers, as follows:

"To the clothing and garment manufacturers of the United States:

"In order to secure economies in distribution and also to economize in raw wool, the Commercial Economy Board has requested you to reduce substantially the number of your models and to simplify your models for the spring season of 1918. We have been gratified at the readiness with which manufacturers have so generally stated that they will assist in making these recommendations effective.

"Now, still further economy in the use of wool has become urgently necessary. Immediate action must be taken to assure, if possible, an adequate supply of wool for the needs of our army and navy and to lighten the demands upon ocean shipping. Consequently, this board recommends that in so far as possible cotton mixed fabrics and fabrics containing reworked wool should be substituted for all-wool fabrics in the manufacture of garments and clothing for civilian use.

"This recommendation is based upon careful consideration of the entire situation. No requests have been made or will be made that are not based on careful study of the facts and found absolutely necessary. In this case we are acting forehandedly since forehanded action will, in the long run, be most helpful to all interests. We are facing a serious wool shortage. The government is equipping our soldiers with clothing in which wool substitutes are used. Under these circumstances we are confident that the civilian population will not demand or expect to wear clothing and garments made entirely of new wool.

"We trust that we may have your cooperation in promoting the use of these mixed fabrics for the spring season of 1918. Please notify us at once whether or not you will aid in carrying out this recommendation. The situation requires immediate attention.

"Yours very truly,

"Commercial Economy Board, Council of National Defence."

As far as can thus early be learned the United States retailers are falling willingly into line — anxious, apparently, to do anything which will help relieve the situation.

The manufacturers too seem to show readiness to comply—perhaps a readiness in part due to their knowledge of the increasing difficulty of getting all-wool. The manufacturers, however, bring out one or two points which complicate the situation.

Says M. S. Sonneborn: "A ruling or suggestion that all-wool fabrics be given up could not well be made retroactive. I do not suppose it is intended by the Washington authorities that manufacturers should refrain from making use of the materials they now have on hand or on order. That would not be economy, but waste.

The government, however, evidently appreciate this point. Its purpose is perhaps best outlined in the words of one manufacturer who has held several conferences with members of the Commercial Economy Board. He gave it as his impression that, while the government did not oppose the sale of all-wool garments by manufacturers and retailers who have bought their fabrics abroad or who completed their requirements a long time ago in anticipation of a shortage, and still have these stocks on hand, that the officials are determined the advertising of all-wool clothing during the period of the war shall cease.

This state of affairs across the line is sure to have its effect here in Canada—not for a season or two, as manufacturers have for the most part, splendid stocks on hand. But eventually it will probably result in a lowering of the cloth standard. With the effect on the Canadian clothing trade, however, MEN'S WEAR REVIEW will deal fully in November.

AUTUMN AND CHRISTMAS NECKWEAR

Prices of Silk Tending Steadily Upwards and Supplies Are Difficult — All-over Patterns Popular Again—What About Knitted Ties?

CHRISTMAS offerings are coming more and more to the fore, though naturally fall neckwear is receiving a great deal of attention at the moment. Perhaps of equal interest with the new patterns being offered is the question of price. Steadily this is moving up. The old ties—or rather ties to sell at the old price—are available, but for each fixed price line the quality has undeniably shrunk.

Small wonder that this is so. Every factor is doing its part toward increasing the cost of producing neckwear. Raw silk is now hovering around the $9.00 mark, and in the opinion of a large buyer of the raw this price will increase to something like $10.50—and this before any great time has elapsed.

What causes raw silk to rise?

The Very Question

That's the very question MEN'S WEAR REVIEW asked this expert. He had an answer however. First the silkworm is not—as a result of war conditions—receiving the attention it formerly did, in such countries as Italy for instance. Then, of course, the cost of freighting the raw is rising with the shipping rates. Moreover here can be seen the fine Italian hand of that old friend, the law of supply and demand. Raw silks are in demand for high explosives, and also are quite extensively used in the production of aeroplanes.

On Record as the Best

If you value the workingman's trade of Canada, insist on "Bob Long" Brand Union Made

GLOVES ∴ OVERALLS ∴ SHIRTS

LABOR DEMANDS THE *BEST.*

Salesmen are now showing complete lines for Fall Sorting and Spring Delivery.

Your Wholesaler can supply you with "Bob Long" Brand Goods, or it will be our pleasure to supply you direct. Our Salesman will call on you in due time.

R. G. LONG & CO., LIMITED, TORONTO, CANADA

Shipments Coming

Finished silks are none too plentiful just at the moment. Some shipments from Switzerland are being received—

A bright new model being shown by Tooke Bros.

these in every case having been arranged months in advance. From the United States, however, is coming perhaps a larger proportion of the silk used by Canadian neckwear houses than ever before. Yet United States manufacturers are not anxious, or able, to sell large quantities to Canada. One Canadian maker recently offered a 20,000 yard contract to a big U. S. house—the order was at the price which obtained at the moment. It was refused on two grounds —the silk maker didn't want to be tied up for the quantity, neither did he wish to be held to this price of the moment, evidently being on the look out for a rise.

Larger Orders of Single Styles

The difficulties being experienced in getting supplies are causing makers to buy in large quantities—10,000 yards of a certain quality was recently bought. It is a lot of a style in the neckwear business—but a purchase which already is proving itself as sound.

Some faille bought six weeks ago for 76c is now quoted at 87½c. So prices are going continually upward. All might as well prepare to demand still higher figures for ties.

Boxes Somewhat More Plentiful

By the way the box situation has eased off somewhat. Makers seem better able to supply the boxes, and Christmas ties will again be available in these attractive individual coverings.

A Come Back

For fall the once popular Matte Swiss line is staging a come back—a highly successful come back too.

The Regimental Stripe

Prints are generally continuing to find favor—in patterns almost as bright as those of the spring. This tendency is observed in the United States as in Canada. These regimental stripes are proving exceedingly popular. They are being shown here also for fall and even Christmas trade, but the heavy allover patterns are more popular for the holiday business.

How About the Knitted Tie

As to knitted ties. In the States these are said to be going very well. Not so

One of the bright prints, proving popular for Fall as for Spring. This one shown by Wm. Milne

here. The business in this line is rather quiet—because, perhaps, makers have been able more profitably to put the silk thread into ladies' sweater coats, and into women's and men's hosiery. Now the call for silk sweater coats has quieted off somewhat. Will this result in the production of more knitted silk ties? It is a question; and to give a fair view of the situation another question should be asked. Are dealers inclined to shun the knitted silk tie because of its great durability—because they feel that each silk tie sold means one less purchaser of neckwear for the coming six or nine months?

What is the answer?

Any way Christmas is coming. It will be well to lay in neckwear stock early.

NOTES

Fast Mail Overall Co., Ltd., Windsor, Ont., has discontinued.

A. A. Pheeney, men's furnishings, McAdam, N.B., has sold to H. Tuck.

G. H. Balfour of Balfour & Balfour, men's furnishings dealers of Carberry, Man., has retired.

Ferne Bros., men's furnishings, Bow Island, Alta., have dissolved, Leonard Ferne continuing.

R. G. Long of the R. G. Long Co., Toronto, accompanied by Mr. Peter McPhail, has just left for his annual trip throughout the West.

A thief recently broke into the basement of Wm. E. McKelvey's men's wear store, Sarnia, and though unable to get any money did outfit himself completely before leaving. Mr. McKelvey, coming to the store in the evening discovered the intruder, who, however, made good his escape through a back door.

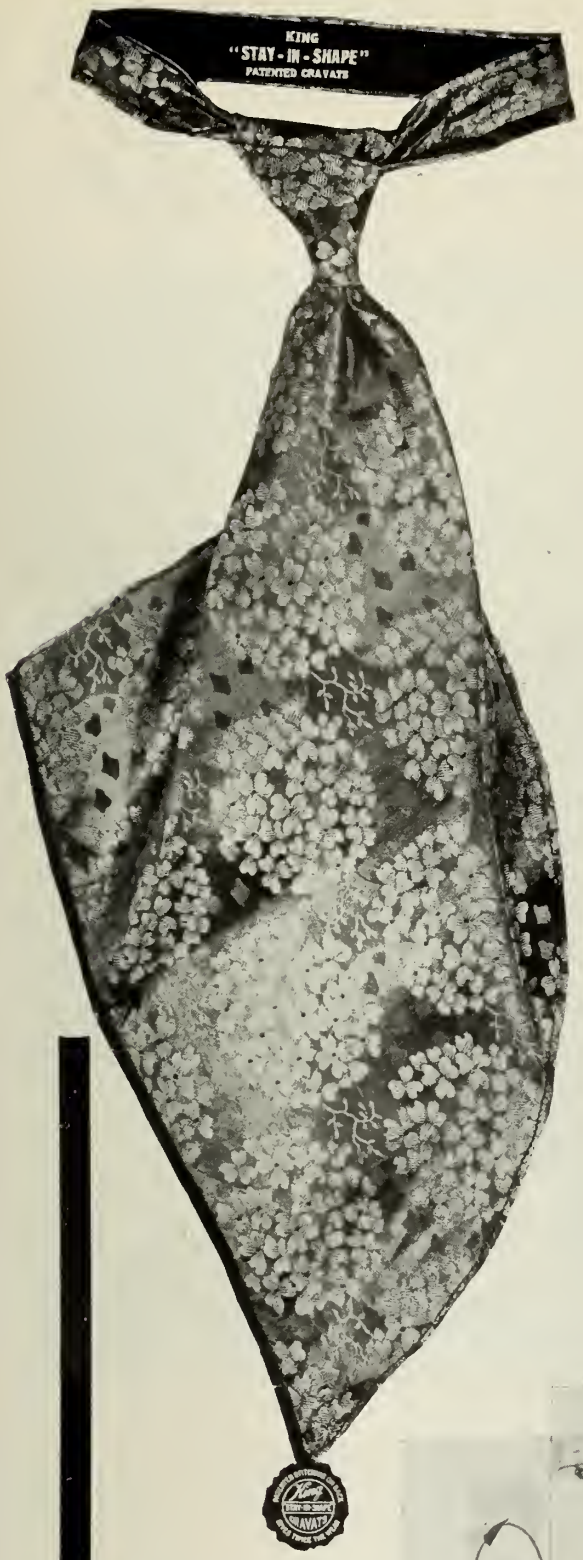
SOME NEW LINES

A NEW leather—a genuine Canadian deerskin—is being used in glove making this year. The R. G. Long Company, who are making up these gloves feel confident they will be appreciated by the better class mechanic. This firm has several other new lines, this year—Teddy bear suits, caps, toques, mitts and pure worsted jerseys for children.

W. J. KEENS CO. TO HAVE NEW HOME

W. J. Keens Co., Limited, Toronto, will, about the end of the year, move into splendid new quarters in the Keens now being built on Spadina avenue. The building, which will be of six storey and basement, will have 60,000 square feet of floor space.

One of the latest examples of printed Mogador stripe ties. Shown by the Crescent Mfg. Company.



This Small Seal Means Big Sales

←this big dollar shape

with silk ribbon, easy-sliding neckband

$7.50

IN XMAS BOXES

Switzerland's Latest Novelties

This is one of the best values shown anywhere. *Gorgeous colorings, rich qualities,* and every tie made with the famous

"STAY-IN-SHAPE"

patented stitches on back. Neckband faced with easy-sliding silk ribbon. Printed, as photo, in silver.

This King shape is full length, folded flap back, and is 6½" wide at apron. SOME SHAPE!

Here are the "trappy" Xmas boxes they come in.

WAIT FOR THE KING SALESMEN

The King Neckwear Company

TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

A Booth Full of Interest

Was that of Miller Mfg. Co., Toronto

DUCK & SPECIALTY CLOTHING
UNIFORMS — CHOIR GOWNS
THE MILLER MFG. CO. LIMITED.
THE MILLER MFG. CO. LIMITED
MILLER MILLER
DUCK AND SPECIALTY CLOTHING UNIFORMS CHOIR GOWNS
TO THE TRADE

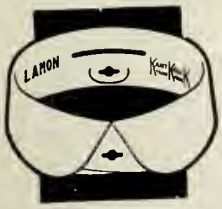
Many Men's Wear Dealers attending the Toronto Exhibition inspected eagerly the Spring offerings of the Miller Manufacturing Co., Limited, 44 York St., Toronto, as shown in the booth of this well-known supply house.

Cotton goods, which by reason of favorable buying of raw materials, this firm has been able to hold at exceedingly low prices, attracted a great deal of attention. So did the wide range of Summer-weight clothing. The variety of patterns shown was the subject of much comment. It surprised many in the trade, apparently, to realize that now Canadian-made Summer Clothing leads in workmanship as well as in price.

The Boy Scout lines also attracted much attention, as did this firm's display of Military goods, made in a special booth in the Army and Navy Building. Evidently realizing the call there will be for Military lines when conscription is put into effect, merchants were greatly interested in the display of this leading Military Supply House.

You Appreciate Quick Sales and Good Profits

12 to 19 ½



14 to 19

Make Yourself Acquainted With the KANTKRACK Collar Proposition for Dealers

Their remarkable linen-like finish have popularized KANTKRACK Collars with the most particular men. They are made in all the best selling styles to suit all classes of trade.

You will be delighted to find how readily they sell and how well they are liked by the men who buy them. Every KANTKRACK Collar is guaranteed to give satisfaction.

A small trial order will convince you of KANTKRACK selling value. Remember the three KKK when ordering waterproof collars.

12 to 18½

12 to 19

The price is only $3.50 per dozen. One dozen in a box.

The ONLI-WA Tie Holders

Will Increase Your Neckwear Sales

They hold your ties so that the full assortment is always visible and always neat, so that any Tie can be pulled out without disturbing the others.

Your customers will appreciate the completeness and the attractiveness of your display.

Get an equipment of the Onli-Way Tie Holders and be ready for the big selling season. You will find them more than worth while in the quicker service and larger sales.

We are Canadian Manufacturers.

The Parsons *and* Parsons Canadian Company

Makers of the famous KANTKRACK *composition collar*

Est. in U.S.A. 1879 HAMILTON, CANADA Est. in Canada 1908

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us 1 10 Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

LARGEST CANADIAN DEALER

ADEL. 760 **WASTE PAPER**

E. PULLAN TORONTO

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

If any advertisement interests you, tear it out now and place with letters to be answered.

Everyman's Pants

UNION MADE

Fancy stripe trouserings	$2.50 to	$5.00
Tweeds, trouserings	2.00	5.00
Blue serge, cotton warp	2.50	3.00
Blue serge, all wool	3.25	6.00
Hairline	3.25	3.50
Corduroys, all shades	3.50	4.00
Whipcord, Grey	3.00	3.50
Whipcord, Fawn	4.00	——
Untearable Tweed	3.00	
Khaki (U.S. Army Drill)	2.00	

FOR THE MILLIONAIRE

Made in Canada — "Everyman's" TRADE MFD BY DAVIS BROS MARK — *For Canadians*

FOR THE MILLION

DAVIS BROS.
MANUFACTURERS
HAMILTON - - ONTARIO
Makers of full range of Men's Pants and Boys' Bloomers

Taylor-Made
Garment Hangers

No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trouser Bar, at

$7.50 PER HUNDRED

Orders shipped the day they are received.

The Taylor Mfg. Co.
Hamilton Ontario

THE WINNERS

POPULAR
NECKWEAR
(TUBULAR)
BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED
301 ST. JAMES STREET, MONTREAL

When you require
ARMY and NAVY
Badges, Buttons, Swords, Caps, Helmets, Belts, Spurs,
and
ACCOUTREMENT MANUFACTURERS

Every requirement for Military or Naval Outfits kept in stock. Write us direct for particulars and prices.

The J. R. Gaunt & Son (Canada Co.) Limited
Beaver Hall Hill, Montreal

53 Conduit St., Bond St., London
Warstone Parade, Birmingham } ENGLAND
Bombay, Melbourne and New York

If any advertisement interests you, tear it out now and place with letters to be answered.

Semi-ready Tailoring
It's for Men who like "Nice Stuff"
Smart Overcoat Styles Semi-ready Tailored
Semi-ready Tailoring
The season's newest patterns and styles in Suitings are now on view in the finest product of scientific and modern methods.
Semi-ready Tailoring
Variety and values unsurpassed —with the best weaves from both British and Canadian looms—and it's surprising the impetus of good quality in the Made-in-Canada Woollens.
Semi-ready Suits are shown with the label in the pocket—at values and $30 and $50.
proved the higher porting finer wor- e used only in the London shops.
There has been less advance in the Semi-ready Clothes than in many oth cause of intensive efficiency methods making.
Actually, Semi-ready Clothes com from the sheeps' back to your back—u man's guidance—for the Semi-ready C buy the wool in England, have it wov and import the cloth into Canada.
Suitings: $18 to $45.
Overcoats: $20 to $40.
Special Order Tailoring—Suits made tom measure for $21 up.
Young men find the smart styles in Semi-ready Tailoring. Their elders prefer the more conservative designs.
Of all the 40 models in Semi-ready Clothes, the major choice is confined to five.
Every year more and more men are attracted to adopt Semi-ready Tailoring because of Efficiency, Economy and Cultured Style in the garment
The "label in the pocket" means a square buy—you pay no more, nor do you pay less than the man who knows cloth value.
Semi-ready Suits this year—$18 to $45—a great range of values.
ou lose time, and you lose yle, quality and satisfaction ll-tailored clothes.
Suits are bench-tailored experts—whether you pay or $30, $35 or $40, you get value in wool quality and quality.
st" is behind the label- For you regain your suit goes wrong.

Some of the Advertisements appearing in the daily papers for the Autumn selling of Semi-Ready Tailoring.

MADE BY

Semi-ready Limited

MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Keep in Condition

Imperial Underwear will help

It allows freedom of movement, yet fits snugly — has the strength where the strength is needed.

Your customers will want a change of Imperial Underwear — but will never want to change from Imperial to another brand.

Note the Five Features:

1. *Lap-Seam Shoulders.*
2. *Comfort-Fitting Collarette.*
3. *Snug-Fitting Flap.*
4. *Closed Crotch.*
5. *Improved Knit Cuffs and Anklets.*

In Combinations and Two-Piece Suits. Stock Imperial now.

Kingston Hosiery Co.
Kingston, Ontario

See our assortment of Pants for immediate and Spring 1918

We offer you all the latest in fabrics and designs. As we specialize in the making of Pants, we can give you values not obtainable elsewhere.

From $1.25 to $6.00

Shall be pleased to submit samples upon request.

National Pants Company
299 Notre Dame St. West
Montreal, Que.

Taylor-Made Garment Hangers

No. 74B

$12.50 per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.
Hamilton Ontario

If any advertisement interests you, tear it out now and place with letters to be answered

Here you'll find the very newest things in

FALL
and
CHRISTMAS NECKWEAR

Printed Mogadore

Ombre and Printed Warps Pic. and Pic Broche

We would direct your special attention to the

Liberty Satin Stripes

—positively the latest creation from American fashion centres.

You'll find our $5.50 range a pace-setter. Others $4.25, $6.50, $7.50, $9.00, $10.00, $12.00.

Our salesmen are showing an exquisite line for Holiday delivery. A postcard will bring one.

Crescent Manufacturing Co., Limited
Montreal

Sample Rooms: Toronto Winnipeg Vancouver Calgary Quebec St. John, N.B. Halifax

Look Them Over.

Our travellers are now showing full range of the

"Davis Storm Resista" Waterproofs.

Sold at all the leading stores in Canada.

H. E. Davis & Co.
117, 119 and 121 St. Henry Street
Montreal.

Taylor-Made

"STOP"
being peeved with cap customers

Here is a new cap case and a handsome piece of store furniture. Displays and keeps in order fifteen dozen caps and will only occupy three square feet of floor space.

It is a pleasure to sell caps from this case, as every cap in stock can be shown and replaced in stock with very little effort. You have no broken boxes, no trouble to find any size or price.

Order one to-day by mail, on thirty days' trial. If not satisfactory in every way it can be returned at our expense. Price $12.50.

The Taylor Mfg. Co.
Hamilton Ontario

"Craftana"
Registered No. 262,005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE AOME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

Have better window displays this Fall

The Dale Half-bust Form Shirt Displayer shown here will simplify the arrangement of unit trims in windows or show cases, or wherever else space is available.

Displays on Dale Forms are eye-catching and sales-creating.

See the *Dale Coat Forms* with the natural curved neck.

Use Dale Artificial Flowers to brighten up all Fall trimmings.

Ask for particulars.

CANADA'S LEADING DISPLAY FIXTURE HOUSE

Dale Wax Figure Co., Limited

109 King Street East, Toronto, Ontario
Montreal Office - 142 Bleury Street

A LINE OF

SPECIAL ORDER SAMPLES

is a necessity this year more than any other.

Have you considered the advantage of MADE-TO-MEASURE business?

NO BAD STOCK
NO BROKEN SIZES
NO INTEREST CHARGES
NO INSURANCE

Do not waste your time and energy on an unproved line. Write to

THE CAMPBELL MFG. CO., LIMITED
MONTREAL

Recommend This Underwear To Your Most Exacting Customers

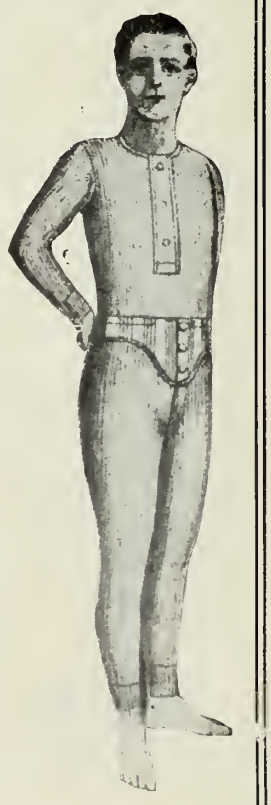
MAPLE Leaf Brand and Dr. Neff's Sanitary Underwear have all the qualities that the most particular customers demand in Undergarments. You can depend upon these reliable, high-grade lines to satisfy the requirements of your most exacting trade.

Maple Leaf Brand and Dr. Neff's Sanitary Underwear

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

THIS label on an undergarment is a guarantee of superiority in fit, finish and durability. Fit and finish constitute comfort, while durability is a principal part of value.

GET a stock and give these brands a good try out. You will find that they will bring you satisfactory profits and build permanent business for your store.



Thos. Waterhouse & Co., Limited
INGERSOLL, ONTARIO

WOODS & HOWARD, Coristine Bldg., MONTREAL,
Selling Agents for Quebec and Maritime Provinces.

We Make

Boys' Blouses and Youths' Shirts

OF GOOD STANDARD PERCALE AND GINGHAM

Blouses Retail for 50c., 75c and $1.00. Youths' Shirts to Retail for $1.00.

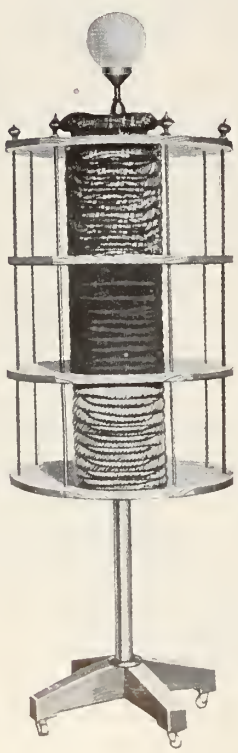
Samples Submitted Upon Request

SAVADA BROS.

583-587 Broadway - NEW YORK

CHAS. E. YORICK, of HAMILTON, ONTARIO, Representing, will Show You this Line by Dropping Him a Card as he is en route.

THE MILLER RACK



The handsome Cap Stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all the patterns carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5 ft. 8 in. high, 27 in. wide, and contains 18 spaces to display 15 to 18 dozen caps. Sells at $30.00.

Dear Mr. Miller:—

I have great pleasure in recommending your cap rack as one of the very best, and when you demonstrated this device to me it appealed to me so much that we decided to put in a line of caps, as we could see the cap rack was not only a salesman, but was a veritable warehouse in itself.

I might say that the fixture is a very attractive piece of furniture, and we have so far obtained very satisfactory results therefrom.

Yours very truly,

C. HAWLEY WALKER, Limited.
Toronto.

Send a card to-day for full particulars.

Patented Nov. 20, 1916

MILLER AND COMPANY
Sault Ste. Marie, Ontario

Make your Boy's Department a real source of Profit to you and satisfaction to your customers.

Lion Brand Bloomers

will build business in your Boy's Department because they offer fit and style and they are made to stand the wear and tear of healthy boyhood.

It is worth your while to get acquainted with this line. Write us.

The Jackson Mfg. Co.
LIMITED
Head Office: CLINTON, ONTARIO
Factories at Clinton, Goderich, Exeter, Seaforth

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

"DOMINION RAYNSTERS"

MADE IN CANADA FOR CANADIAN TRADE

Three Raincoats by which to judge "Dominion Raynsters." Judge them from any standpoint you wish, the more critical you are the better shall we be pleased.

BELMONT
For Men and Youths

RODNEY
For Boys

ARLINGTON
For Men and Youths

In our "Dominion Raynster" Style Book, we illustrate over sixty distinct styles of Raincoats for men and women, boys and girls. This Style Book with price list, will be mailed free if you write to our nearest branch.

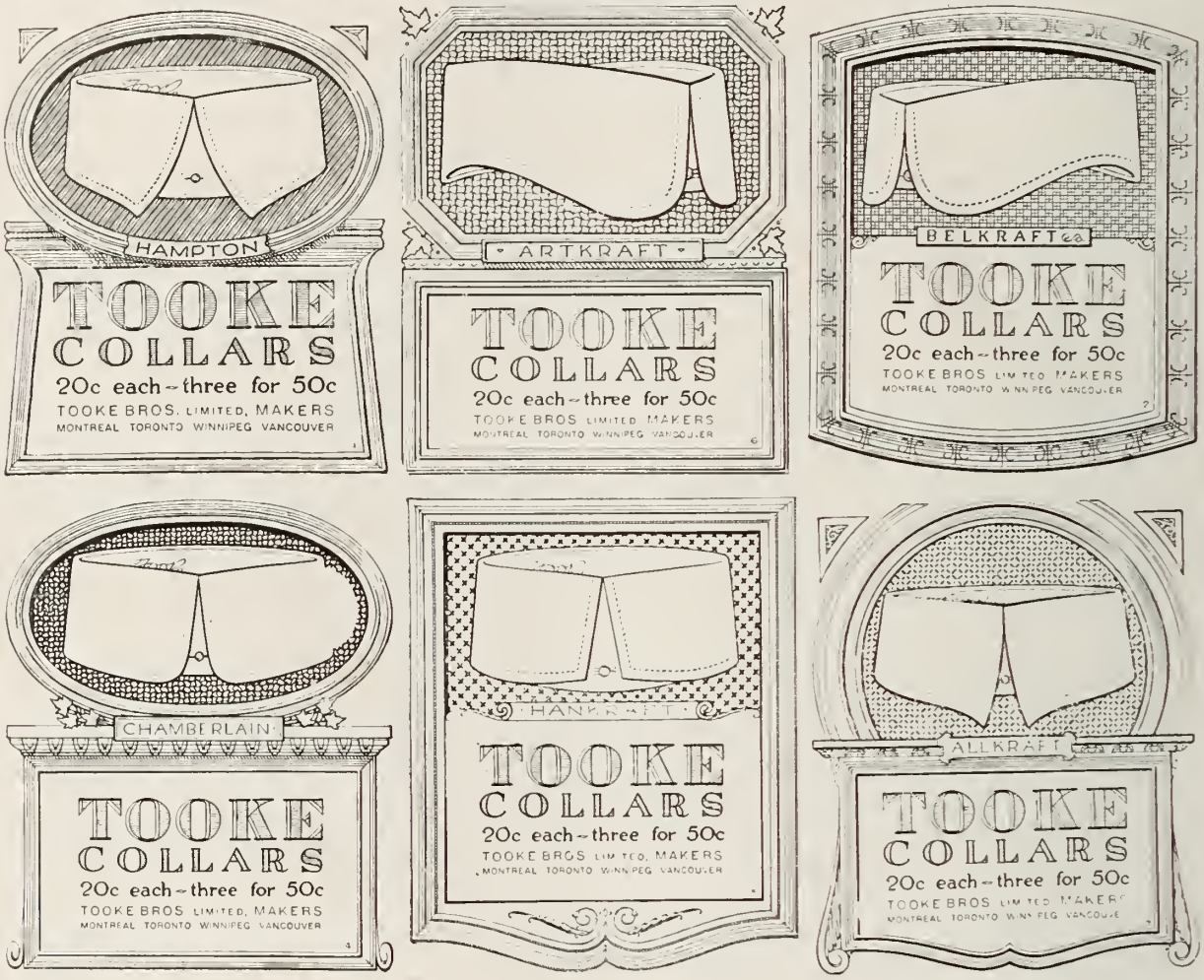
Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE: MONTREAL

"Service" Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver, Victoria.

Tooke



The above cuts are now running in the principal newspapers throughout Canada.

This is but one of the links in an extensive advertising campaign designed to create a demand for Tooke Collars.

Is your stock well assorted?

TOOKE BROS., LIMITED, MONTREAL

VANCOUVER WINNIPEG TORONTO

THE MEN'S WEAR REVIEW

OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO

NOVEMBER, 1917

FEATURING

Conditions in the Trade

Combatting the Conscription Argument

How to Pack, Stamp and Address Overseas Parcels

Merchant Tailor Competition in the Smaller Centres

Selling Window Trims

THE MACLEAN PUBLISHING COMPANY, LIMITED, TORONTO

YOUTHS' FALL AND WINTER OVERCOATS
READY FOR SERVICE OR TO MEASURE.
ORDER NOW.

Coppley, Noyes & Randall, Limited

HAMILTON CANADA

Make sure of the Boys' business by showing

Proper Clothes

Don't underestimate the importance of the boy's buying power. With his increased earnings (resulting from the present labor shortage), he is ready and willing to buy the best there is in suits and overcoats.

The snap and style of our new offerings in

Proper Clothes

will be the magnet to draw this profitable trade to *your* store.

Particularly now, as the Holiday Season approaches, it will benefit you to connect with these well-made, well-wearing boys' togs.

We therefore suggest your seeing one of our fourteen representatives who are now out with a full range of Suits and Overcoats.

Just let us know—a postcard will do—when you wish our man to call. We'll make arrangements to suit your convenience.

BUY
VICTORY BONDS
and maintain Canada's Prosperity.

Coppley, Noyes & Randall, Limited

Hamilton, Ontario

CHALLENGE BRAND

We all know him

We know his tendency to indulge in tussle and tear, with the consequent dire results to clothes in general and clean collars in particular.

The Arlington Collar

—the collar that defies dirt and emerges from the hardest tussle as good as new—is the ideal collar for every boy.

The office boy, the messenger boy, the schoolboy—boys of every description will appreciate the many advantages of the Arlington Cleanable Collar.

Dealers should draw the attention of the boys, and their parents also, to the Arlington Collar. Feature the Arlington in prominent displays and watch this trade grow.

Arlington Collars have stitched-edge, full linen finish — and all the better styles (½ sizes).

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS

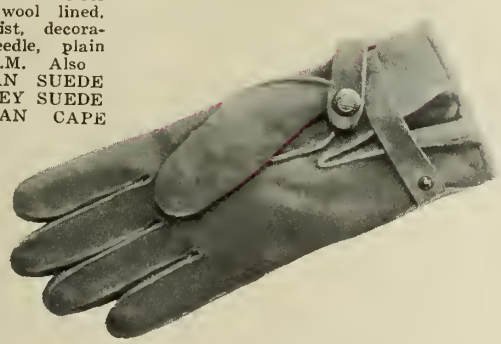
Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

MAKERS SINCE 1889

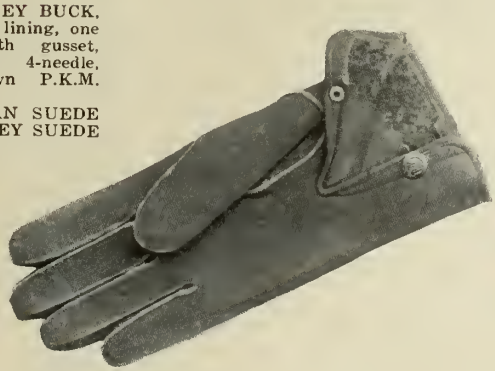
You'll find these three lines particularly good sellers for Xmas trade

3456/5 TAN SUEDE GLOVE, pure silk lined, one dome, decoration 4-needle, plain sewn P.K.M. Also
3556/5 GREY SUEDE
6056/15 TAN CAPE

3688/S—GREY BUCK seamless wool lined, strap wrist, decoration 4-needle, plain sewn P.K.M. Also
3488S TAN SUEDE
3588S GREY SUEDE
6088S TAN CAPE



3680/5 GREY BUCK, pure wool lining, one dome with gusset, decoration 4-needle, plain sewn P.K.M. Also
3480/5 TAN SUEDE
3580/S GREY SUEDE



And we are able to promise immediate deliveries.

The standard of quality for which the "**H. B. K.**" brand has grown famous is very evident in all three. These are timely big value offerings with which you should immediately connect.

Prices on request.

Our men are presently on the road with a complete showing of **Fine Dress Gloves for Men, Women and Children, Fine Fabric Gloves for Men and Women,** as well as a full line of **Heavy Work Gloves and Mitts.**

See these lines and convince yourself that our values are good and our prices are right.

H.B.K. BRAND

The Hudson Bay Knitting Co.

LIMITED

MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Atlantic Underwear

will earn your customer's lasting good-will.

A man's good-will and his permanent patronage are easily acquired if you sell him Atlantic Underwear.

There's a clean, comfortable feeling about every suit of Atlantic, a snug fit and a neat finish that wins the critical man's approval.

The fact that we have doubled our output in the last two years is ample evidence of the merit of our goods.

Atlantic Underwear on your shelves will be a guarantee of better things during 1918.

Ask your wholesaler to show you the new season's Atlantic lines.

Atlantic Underwear, Limited

MONCTON, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

IN GOOD COMPANY

You are sure of being in good company if you join the army of up-to-date merchants who are selling

TRADE MARK REGISTERED
COLLEGE BRAND
"Clothes"
FOR YOUNG MEN AND MEN WHO KNOW

Many of the better retailers are selling COLLEGE BRAND CLOTHES.

They recognize that we are a good organization to join forces with. WHY?

Because all our energy--all of our skill—all of our power and all of our resources are devoted to the making of CLOTHING for young men and men who know.

Clothing you can sell with confidence—clothing with the little things right—clothing easy to sell and that stands up after it is sold.

The line for Spring, 1918, represents the concentrated essence of a life-time of experience and success.

Fall and Winter Suits and Overcoats in the newest models and fabrics in stock for quick shipment.

Are you fond of good company—the kind that brings success? Then join us. A postcard will bring you full particulars.

The College Brand Clothes Co., Limited

45 St. Alexander Street, Montreal

(READ BUILDING)

If any advertisement interests you, tear it out now and place with letters to be answered.

Don't Angle at Random for HAT Profits!

2776

2769

2748

Wolthausen

are the hats that sell

With a constant, ever-increasing demand, we have found it necessary to instal much of the newest and most modern machinery that will greatly increase our output, but it is to our mutual interest that you place your orders early. Our travellers will shortly be showing the new range, that for style and "sellability," will take some beating—it includes

WOL-DU-LUXE

Our new high-grade hat

The Wolthausen Hat Corporation, Ltd.

BROCKVILLE, CANADA

MONTREAL
Mappin & Webb Building

TORONTO
28 Wellington Street West

If any advertisement interests you, tear it out now and place with letters to be answered.

Broadway

Clothes for exacting men

Unusual Values November, 1917

The man who is particular about his appearance

is a man whose clothing trade is worth getting.

And dealers stocked with the right goods can get this trade—get it and hold it and extend it to other lines such as underwear, shirts, ties, hats and general furnishings.

Every little fashion "wrinkle" that appeals to men of good taste is shown in the new season's

BROADWAY CLOTHES

creations. Fabric, Style, Fit—everything combines to create in Broadway Clothes a standard of excellence that's unusually attractive and unquestionably superior.

We strongly urge you to get acquainted with our values before you place your next order. Be assured we have something that will win you the custom of the particular man and leave you a very attractive margin of profit.

Write, phone or wire now, and we'll put our proposition before you.

Randall and Johnston

LIMITED TORONTO

Keep in Condition

Imperial Underwear will help

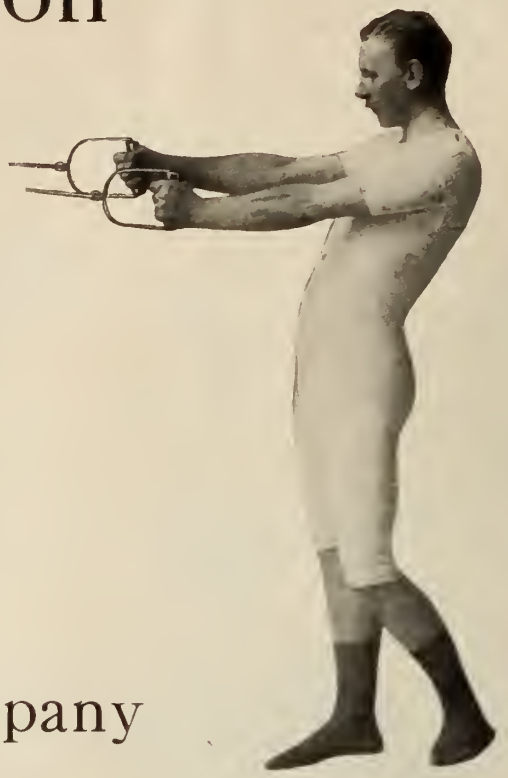
It allows freedom of movement, yet fits snugly — has the strength where the strength is needed.

Your customers will want a change of Imperial Underwear — but will never want to change from Imperial to another brand.

NOTE THE FIVE FEATURES:

1. *Lap-Seam Shoulders.*
2. *Comfort-Fitting Collarette.*
3. *Snug-Fitting Flap.*
4. *Closed Crotch.*
5. *Improved Knit Cuffs and Anklets.*

In Combinations and Two-Piece Suits. Stock Imperial now.



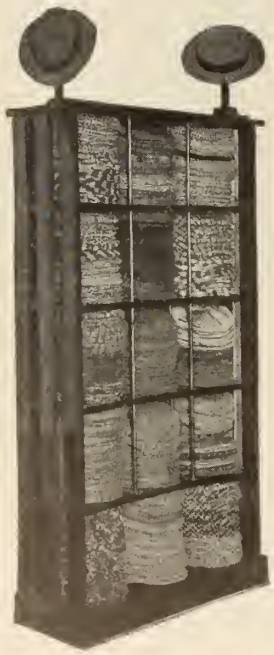
Kingston Hosiery Company

Kingston, Ontario

Taylor-Made

"STOP"

being peeved with cap customers



Here is a new cap case and a handsome piece of store furniture. Displays and keeps in order fifteen dozen caps and will only occupy three square feet of floor space.

It is a pleasure to sell caps from this case, as every cap in stock can be shown and replaced in stock with very little effort. You have no broken boxes, no trouble to find any size or price.

Order one to-day by mail, on thirty days trial. If not satisfactory in every way it can be returned at our expense. Price $12.50.

The Taylor Mfg. Co.

Hamilton Ontario

Military Accoutrements

The first call to the colors under the MILITARY SERVICE ACT will bring with it a renewed demand for Military Equipments. Are you prepared?

We can supply you *now* with a good assortment of necessary Accoutrements for Officers and Men.

Buttons, Regimental Badges, and Badges of Rank, Swords, Caps, Belts, Spurs, etc.

The J. R. Gaunt & Son (Canada Co.) Limited

Beaver Hall Hill, Montreal

53 Conduit St., Bond St., London
Warstone Parade, Birmingham
} ENGLAND

Bombay, Melbourne and New York

HEADLIGHT
combination
OVERALLS

UNION MADE

fit right, look right
feel right, wear right

"No Coat Tails to Catch
No Buttons to Scratch"

LARNED-CARTER & CO., SARNIA
WORLD'S GREATEST OVERALL MAKERS
FIVE FACTORIES
DETROIT — ST. LOUIS — SAN FRANCISCO
PORT HURON, MICH. — CANADIAN FACTORY, SARNIA, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

MADE IN CANADA

THE Lang SHIRTS

Cover Your Needs

We don't counsel buying more than you need—though we are certain prices will advance. We do counsel, however, making sure of your goods—making sure of the patterns, the values, the workmanship—that will bring big business to your store. *Lang* Shirts will give everything you require.

We make our shirts with your name on them, if you wish. But the workmanship and quality are always that of the *Lang* Shirt.

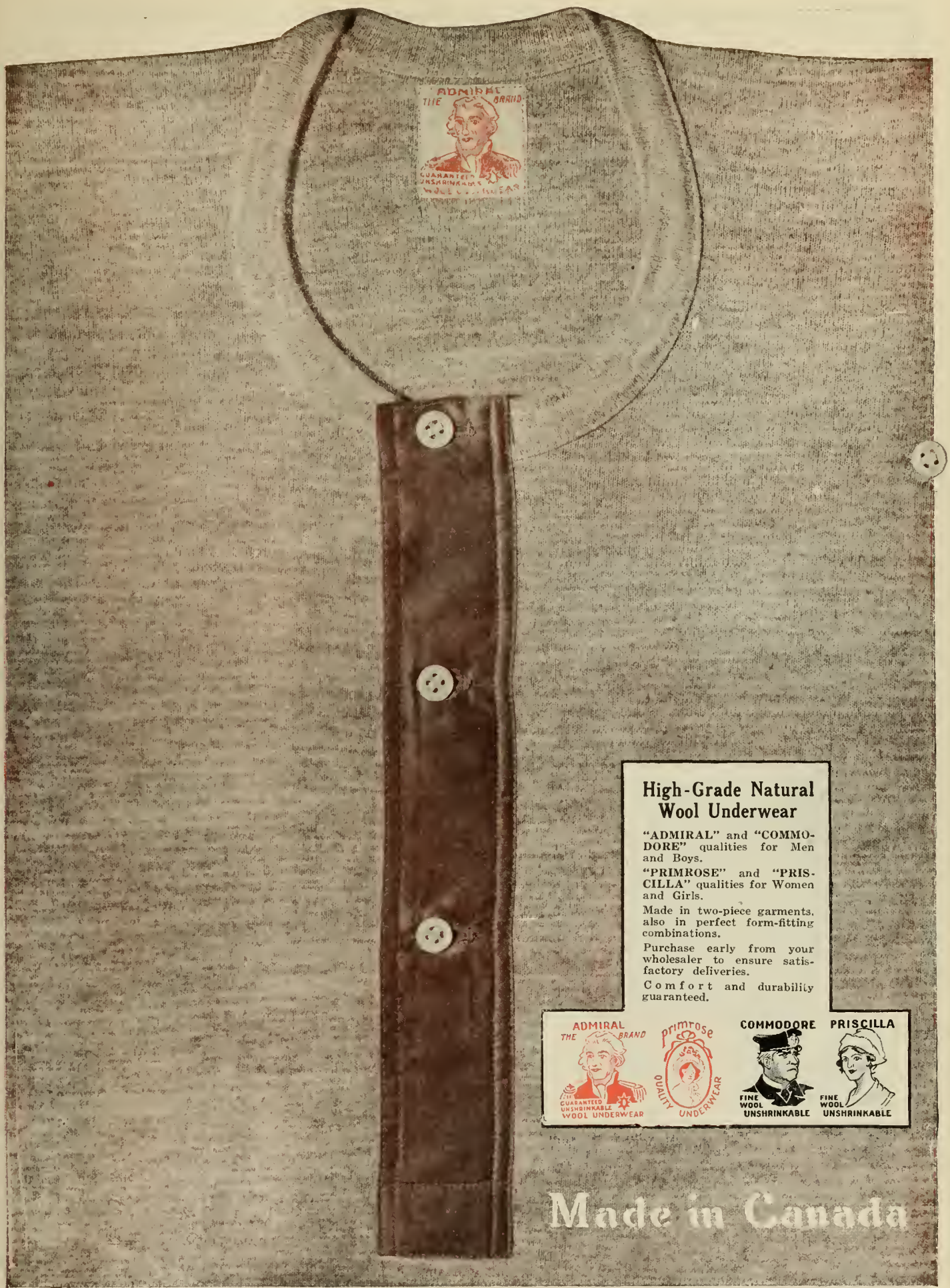
Boys' Shirts and Blouses

The Quality Suits Mother
The Price Suits Father
The Blouse Suits the Boy

Now that the boy has such buying power you want his business more than ever. *Lang* Blouses will bring him. They are made for the Canadian boy.

Examine our full Range. If our Traveller does not call soon, send us a line or wire.

The Lang Shirt Co., Ltd.
Kitchener, Ontario



High-Grade Natural Wool Underwear

"ADMIRAL" and "COMMODORE" qualities for Men and Boys.

"PRIMROSE" and "PRISCILLA" qualities for Women and Girls.

Made in two-piece garments, also in perfect form-fitting combinations.

Purchase early from your wholesaler to ensure satisfactory deliveries.

Comfort and durability guaranteed.

Made in Canada

An Eye on the Cotton Market

Raw cotton is to-day more than three times the price that it was three years ago. The tremendous consumption of cotton for explosives, coupled with its more extensive use due to the scarcity of wool, are responsible for the increase. But the end is not yet—authorities predict that cotton will reach thirty-five to forty-five cents a pound by the end of the year.

Buy Your Cottons Now

Miller roadmen are now out with the complete range of *Duck Clothing* and *Specialties* for Spring, 1918. Our prices, which naturally had to be increased, are based on materials bought favorably. It is worth every merchant's while to place his orders with us now and avoid paying much larger increases in a few months.

Miller Made
"PALM BEACH"
Clothing

for Summer, 1918, now being shown. Excellent styles. Superior workmanship. Good values.

ORDER EARLY AND ORDER PLENTY!

WHITE DUCK PANTS
LUSTRE COATS
DUCK CLOTHING

BOY SCOUT UNIFORMS
KHAKI COMBINATIONS
WORK SUITS

MILLER'S WALKING BREECHES FOR SOLDIERS

All Ranks can wear them in England and at the Front

Buy a pair NOW before you leave they will match your Tunic and cost you less

COME IN AND LOOK
AT OUR FULL LINE OF MILITARY GOODS

Interest Quickening in Military Matters

The number of communications about Military Equipment we daily receive indicates the widespread interest that the country is taking in the raising of new forces. With the calling out of the first draft there will be a country-wide demand for

The MILLER WALKING BREECHES

EVERY TOMMY WANTS A PAIR

Are you ready to supply your quota? If you have not this line in stock, write for sample assortment and be ready!

MILLER MFG. CO., LIMITED

Makers of the Famous Miller Breeches

44 York Street TORONTO

AHEAD OF ALL
M M Co
Miller
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

You can fit every customer with Cooper "Three-in-One" Caps

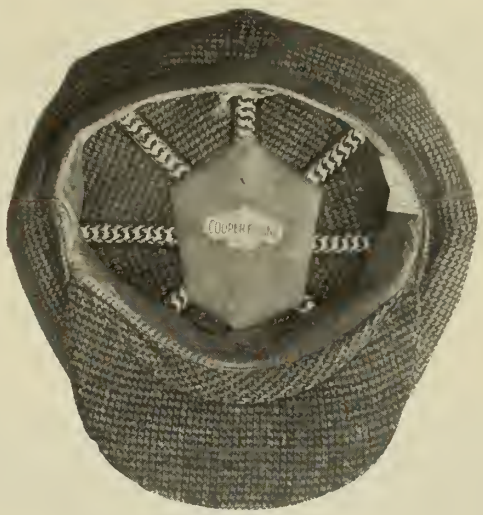
Because every "Three-in-One" Cooper Cap is self-adjustable to three distinct sizes—a 6¾ cap will fit a 7 head.

Think what this means to you. You will have no "off-sizes" left over. For

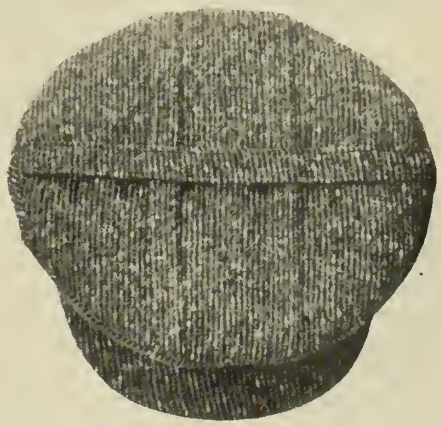
There are no "off-sizes" in Cooper's Three-in-One Caps

Don't place your order for holiday stock without seeing the values in this rapid selling line. Our men are now out with the most attractive styles at the best prices on the market.

We'll arrange a call to suit your convenience or submit samples by mail.



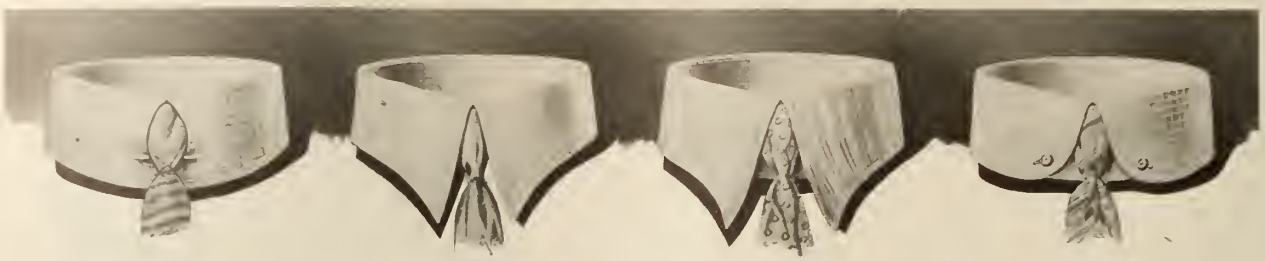
THE COOPER
THREE-IN-ONE FEATURE



TWO RECENT
COOPER OFFERINGS

The Cooper Cap Company

260 Spadina Avenue, Toronto



SHOREHAM
Back 1⅞". Front 1¾".
Fine Poplin, 14-16½. $1.50.

RELIANCE
Back 1⅞". Front 1½".
White Poplin, 14½-17½. $1.35.

BUICK
Back 2". Front 1¾".
Silk Crepe, 14-17. $2.10.

MERCER
Back 2⅛". Front 2⅛".
Fine French Pique, 13½-16½.
$2.75.

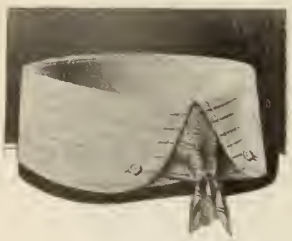
PACKARD
Back 1⅞". Front 1¾".
Check Mat Cloth, 14-17. $2.00.

BRISCOE
Back 1¾". Front 1⅞".
Points 2¾".
White Poplin, 12½-17½. $1.35.

HAYNES
Back 2". Front 1¾".
Points 3¼".
Fine French Pique, 14-17. $2.75.

PEERLESS
Back 1⅞". Front 1¾".
Check Mat Cloth, 13½-17. $2.00.

FIAT
Back 1⅞". Front 1¾".
Satin Bedford Cord, 13½ to 17.
$2.10.



DOVER
Back 2". Front 1½".
Fine Eng. Pique, 13½-17. $2.10.

WOLSELEY
Back 1⅞". Front 1¾".
Jap. Ivory Silk, 14-17. $2.10.

TRADE W.G.R. MARK

SOFT COLLARS

Soft Collars are increasing in popularity daily.

Good dressers are wearing them effectively.

Have you got the variety the trade demands?

The Williams, Greene & Rome Co.

LIMITED

KITCHENER, ONTARIO

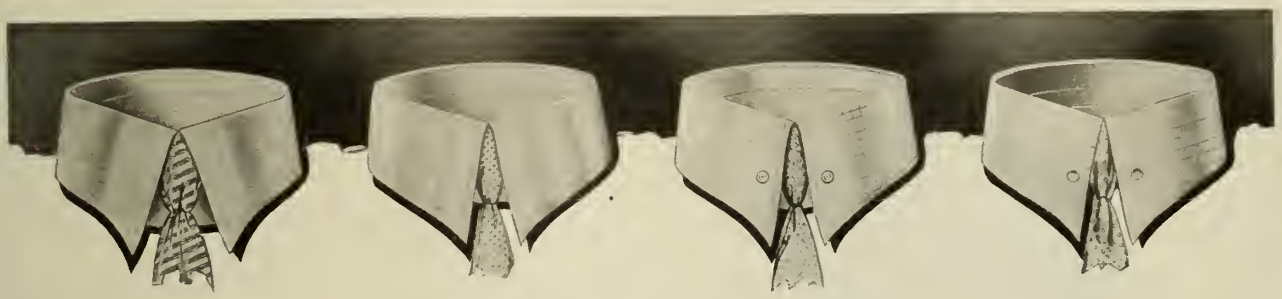
"The excellence of the product has established the brand"

REO
Back 1⅞". Front 1¾".
Faille Silk. Price $3.50.

BAYSIDE
Back 2⅛". Front 2¼".
Fancy Pique. Price $2.75.

MITCHELL
Back 1⅞". Front 1¾".
Fancy Fibre Silk. Price $2.10.

HANLAN
Back 1⅞". Front 1¾".
Points 2½".
Fancy Jacquard Silk. Price $3.50.



MEADOWS
Back 2⅛". Front 2¼".
Pique. Price $2.00.

DUNKIRK
Back 2". Front 1¾". Points 3¼".
Satin Bar Silk. Price $3.50.

GREELEY
Back 2". Front 1¾".
Points 3¼".
Fibre Silk. $3.50.

STANLOW
Back 2". Front 1¾". Points 3¼".
Fancy Pique. Price $2.75.

TRADE W.G.R. MARK

SOFT COLLARS

From our wide range, dealers will be able to choose a complete range of styles, cloths and prices that will meet the requirements of their individual localities.

Orders filled promptly from illustrations on these two pages.

The Williams, Greene & Rome Co.
LIMITED
KITCHENER, ONTARIO

"The excellence of the product has established the brand"

SIMPLEX
Back 1⅞". Front 1¾".
Fancy Pique. Price $2.10.

PERSHING
Back 1⅞". Front 1¾". Points 2½".
Fancy Jacquard Silk. Price $3.50.

BRIGHTON
Back 1⅞". Front 1¾". Points 2½".
Silk Poplin. Price $3.50.

You can pin your faith to the selling value of the goods listed here.

They're made to sell, to meet the requirements of exacting customers.

You owe it to your business to carefully inspect the values in the latest

ACME

assortment. Even a casual examination will show you their unusual selling possibilities.

Our travellers will call on you with a grand showing of *Dress Gloves* for *Spring, Women's, Children's* and *Men's* in all the latest shades in the following leathers—*Washable Cape, Doeskin, Suede, Buckskin* and *Real Arabian Mocha.*

We can give you immediate delivery and attractive prices on *Men's Lined Mocha Gloves* in *tan* and *grey* as well as *Unlined* and *Silk Lined Suede* and *Chamois Gloves.*

Also Plain Knit and Jumbo Knit *Sweaters* in Grey, Navy, Crimson, Khaki, Seal, Olive and Maroon. Shawl Collars and Military Collars.

Get connected with ACME values.

Acme Glove Works, Limited

Montreal

AVENUE BRAND CLOTHES

for Boys and Youths

Avenue Brand Clothes "Fit Well," "Look Well," "Wear Well" and come at prices that enable merchants to realize handsome profits. The fourth Avenue Brand consideration is, they "Sell Well."

Every one of these points are Avenue Brand points, and alert clothiers from Coast to Coast are aware of these facts and are benefiting accordingly.

Our Spring line is the best ever put on the road, and if you have not seen it post-card us and our representative will call on you.

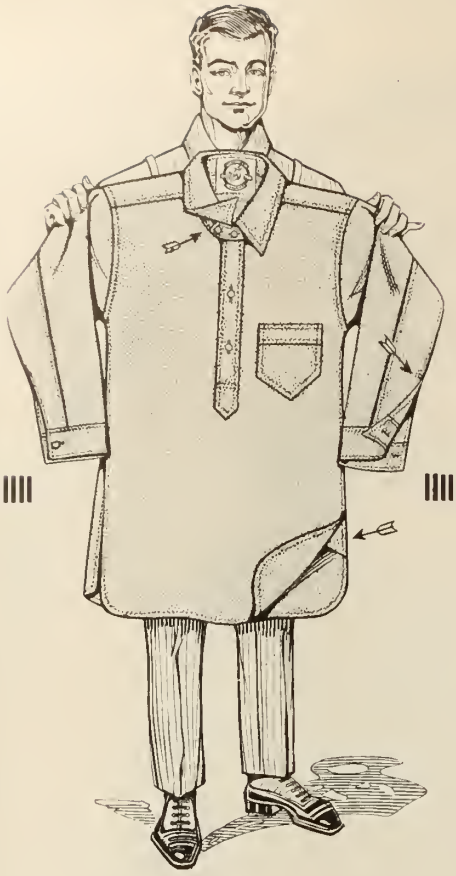
All the latest styles in pinch-back, belted and pleated styles in Boys' Clothing, including "First Long Suits" for the grown-ups, are in the range, with variety of dependable cloths to suit the trade of every part of Canada.

STOCK AVENUE BRAND CLOTHES—
That's all.

The W. J. Keens Co.
Limited
107 Front Street East, Toronto

Successors to

C. M. Gilchrist & Co.
107 Front Street East
Toronto



Note the seven selling arguments of this work shirt

1—Extra generous size.
2—Double stitching of all seams.
3—Extension neck band.
4—Reinforced at all points subject to hard wear.
5—Good quality buttons.
6—Reinforced pleats and button stays.
7—Arm and Hammer Brand standards of workmanship and materials.

When you sell a man one of these big value shirts you've got his future patronage cinched.

And it's easy to sell. The value, the big, sound, long-wearing value will be quickly perceived by the working man and your stock will keep moving briskly. Show this line in your shirt department and prove our statements true.

The J. A. Haugh Mfg. Company, Limited
TORONTO, CANADA

Taylor-Made Garment Hangers

No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trouser Bar, at

$7.50 PER HUNDRED

Orders shipped the day they are received.

The Taylor Mfg. Co.
Hamilton Ontario

These are scarce goods and big sellers

English Cashmere socks, black and khaki. $4.50, $5.50, $6.00
Khaki ribbed wool socks.....$4.50 to $8.50 doz.
Heather ribbed worsted.....$3.50, $6.50, $8.00 doz.
Khaki mufflers .....$7.50, $10.00 doz.
Camelhair .....$16.00, $18.00, $25.00 doz.
Woolen Gloves, House Coats.

Easy Selling British Goods

We are Canadian agents for:—**Young & Rochester** shirts, neckwear, dressing gowns, house coats, etc. **Tress & Co.'s** Hats, Caps, Straws, Service Helmets, and Military Caps. **We stock** "Emcodine" and "Glengardeau" Trench Coats and Aquatite Raincoats.

A Full Line of Military Accessories

For C.E.F., R.F.C. and U.S. Army Officers, Cadets.

We carry complete lines:—Fox's Puttees, Trench Coats, Aviation Helmets, Triplex Goggles, Spurs, Crops and Whips, "Soldier's Friend" and other polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Slickers, Caps and Khaki Socks.

English Leather Leggings, Sam Brown Belts, Badges for all ranks.

Wreyford & Company
Wholesale Men's Furnishers and Mfrs.' Agents. Military Outfitters
85 King Street West Toronto, Canada

FASHION-CRAFT

Quality Clothes

—

SPRING

1918

Spring Models and Samples

NOW READY

Range most attractive and prices in keeping with quality.

Agents wanted in towns where not already represented. If interested, write

PROMOTION DEPARTMENT

Fashion Craft Mfrs. Limited

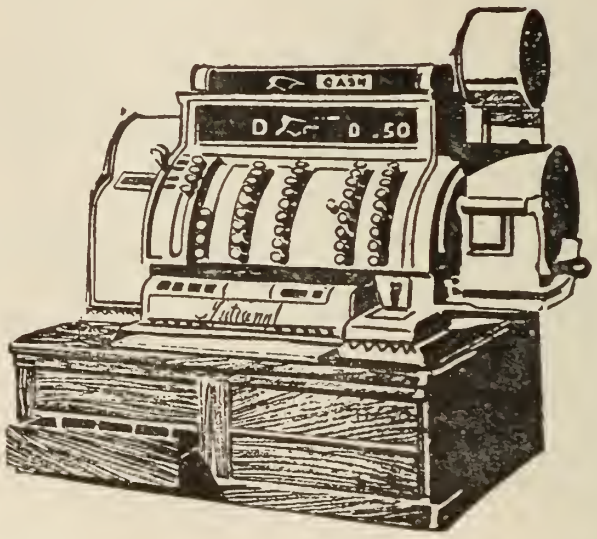
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Full Profits

IN these days of narrow margins, a merchant must secure all his legitimate profits. Losses mean failure. Mistakes and carelessness cause losses. If a charge transaction of one dollar is lost or destroyed, the profit on a ten dollar sale is eaten up.

Safeguard profits. Install the National Cash Register system for protecting retail merchants. The electrically operated National Cash Register and the National Credit File are earning their way in thousands of stores to-day. Write us for full information. This request will place you under no obligation.



The National Cash Register Company
OF CANADA, LIMITED
Toronto **Ontario**

If any advertisement interests you, tear it out now and place with letters to be answered.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED.

For years Canadian men have bought their sweaters by this brand and they recognize the "MONARCH-KNIT" trade-mark as a guarantee of quality in knitted goods. They are learning through advertisements appearing in the leading magazines and periodicals throughout Canada, that "MONARCH-KNIT" now applies with equal significance to *fine quality hosiery*. Every pair of "MONARCH-KNIT" Hose bears the trade-mark. It is the constant assurance of quality.

The 1918 Spring Range of MONARCH-KNIT Hosiery Silks, Mercerized Cottons and lightweight Cashmere lines for Men, Women and Children is now ready for your viewing.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc. Also Hand Knitting Yarns suitable for knitting Soldiers' Sox, etc.

Dunnville, Canada

CHRISTMAS TALK

The Shirt Specialist from Dept. F says:

Smart Shirts for Men

make *acceptable* Xmas gifts and *emphasizes* the *necessity* of *toning up* your present stock with

Smart Stuff

standardized under the registered trade names "HERO" and "STRAND" (chemise de luxe.)

The buyer of Men's Fancy Furnishings Dept. I says:

Bigger Business than Ever

in Ties, Scarfs, Braces, Gloves, Sox and all other Xmas goods for men—

The Proof of Having Outstanding Desirable Merchandise.

Do we call on you? Do you call on us? Do we write to each other? Departments "F" and "I" want to meet you.

ALPHONSE RACINE, LIMITED

60-80 ST. PAUL STREET WEST MONTREAL, CANADA

Specialists in Fine Furnishings for Men

Sample Rooms: Ottawa Quebec Three Rivers Sherbrooke Sydney, N.S.

Factories: Beaubien St., Montreal St. Denis St. Hyacinthe

If any advertisement interests you, tear it out now and place with letters to be answered.

This is the label that the good dressers of Canada look for—

FIT REFORM Fit-Reform

which is attached to the pocket of every Fit-Reform garment.

FIRST and FOREMOST

Fit-Reform first and foremost in the esteem of well-dressed men.

For over a quarter of a century this label has stood for the best in High Class Tailored Clothes.

Our aim to produce faultless clothing appealing to the best dressers over all Canada has been consistently followed and steadily maintained until Fit-Reform is recognized by the most fastidious.

The advantages of being able to offer the public of your city or town such a branded line as Fit-Reform are obvious. If we are not represented in your town, write us about our proposition.

Our Special Order Department is in a Class by Itself.

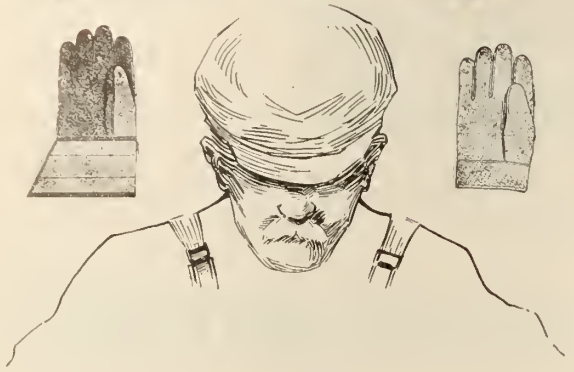
E. A. SMALL COMPANY, Limited

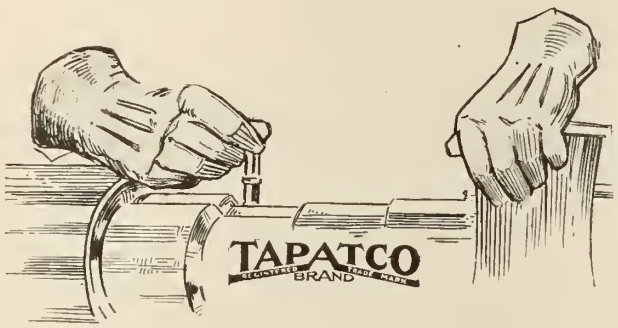
—the first in Canada to manufacture Tailor-made Garments for Men

112 BEAVER HALL HILL - - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

TAPATCO
REGISTERED TRADE MARK
BRAND





Get the good-will of the workingmen by selling them "TAPATCO" Gloves.

The demand for good wearable working gloves was never stronger than it is to-day. Increased activities in every branch of production is boosting this demand and no good retailer can afford to miss his share.

When you sell a man a pair of "TAPATCO" Gloves you give him the very utmost value for the money. For "TAPATCO" Gloves are comfortable, carefully made, and stand up under the severest service.

These gloves are made in Gauntlet, Knit-Wrist and Band-Top Styles in heavy, medium or light weights—leather-tip, leather and leatherette-faced gloves, Jersey Gloves and Mitts in Tan, Slate or Oxford.

A "TAPATCO" for every man.

Have your jobber supply you.

THE AMERICAN PAD & TEXTILE CO., CHATHAM ONTARIO

They're made to last

Lion Brand Bloomers

A juvenile line with a style, a fit and a wearing quality that's certain to satisfy.

Made purposely to stand the strain of healthy Canadian boyhood.

Get connected. A post card will do it.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO
Factories: Clinton Goderich Exeter Seaforth

Taylor-Made
Garment Hangers

No. 74B

$12.50 per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at $12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.
Hamilton Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Our salesman is now ready to show you a grand line of Boys' Clothing

Just the right line to swing a larger share of this very profitable business to your store.

The boy's buying power has materially increased owing to the present labor situation, and the dealer who plans on featuring his juvenile lines is certain to secure a larger turnover and correspondingly larger profits.

Our showing for Spring, 1918, is particularly attractive. See what we offer you in *Men's Suits, Young Men's Suits, Boys' Suits, Little Fellows' Suits, Separate Long Pants, Men's Overcoats, Young Men's Overcoats, Boys' Overcoats, Fall and Winter Clothes for Men, Young Men and Boys.*

Helleur, Gariepy & Broderick, Limited

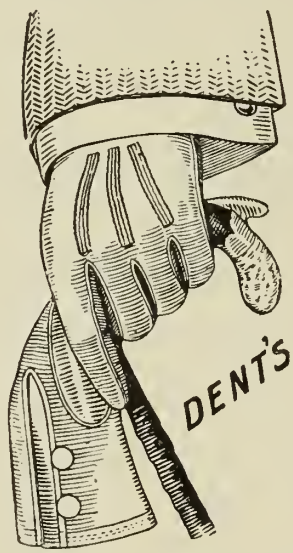
MONTREAL

Office and Sample Room—16 Craig Street West Factory—124 St. Lawrence Boulevard

Western Representative—H. E. Robinson, Hammond Block, Winnipeg, Man.

Toronto Representative—W. T. Eyres, - - - 468 King Street West

Are you selling the Merchandise the Public desire?



DENT'S D GLOVES

In gloves it is easy! You are certain to be asked for Dent's Gloves because they have held the confidence of the Public for upwards of two centuries.

Wearers of "Dent's" only exercise one precaution—they look for the name, it is their guarantee of satisfaction and a marvellous selling help.

Sort up your stock now and be prepared for the coming demands.

PROMPT ATTENTION GIVEN TO MAIL ORDERS

DENT, ALLCROFT & COMPANY

128 BLEURY STREET - - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Build up a big made-to-measure shirt trade

Well-groomed men nowadays are very particular about the shirts they buy. Which accounts in large measure for the increasing popularity of the Made-to-Measure Shirt.

We are supplying some particularly attractive Made-to Measure Models with a style, quality and fit that will bring the best dressed men in town to your store.

Write now for Self Measuring Forms and full particulars of them. We guarantee prompt deliveries. Three days after receipt of order shirts are on their way back.

ESTABLISHED 1879

R. J. INGLIS, Limited

SHIRT MAKERS

291 Garry Street, WINNIPEG

It needs just this small space to advise you to see the range of the

"Davis Storm Resista" Waterproofs.

which our travellers are now showing for the Spring of 1918

H. E. Davis & Co.

117, 119 and 121 St. Henry Street

Montreal.

CHRISTMAS GIFTS
Useful and Ornamental

ARROW PAD GARTER

ARROW ARM BANDS

Neatly done up in Holly covered boxes.

LEATHER BELTS

We carry a full range of Men's Leather Belts. Just the thing for your Christmas selling. QUALITY HIGH. PRICES LOW. See the line now in the hands of our travellers, or write us direct.

ARROW GARTER MFG., CO.

314 Notre Dame Street West, - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Style and Value have made WEARBEST Clothing the choice of "men who know"

The SAVOY—Shawl and Notch Fur Collar

WE have always aimed at living a bit ahead of the times, both in style and value, and the growing popularity of this line proves that the men are "wise" to WEARBEST superiority.

WEARBEST Clothes for Men and Young Men are good profit-makers because they sell well and they always satisfy. Your margin makes it decidedly worth your while to push them constantly.

The WEARBEST line for Spring, 1918, is particularly strong in style and fabrics. Will be glad to show you what we've got upon receipt of a post card.

Get it mailed to-day.

The Wearbest Clothing Manufacturing Company

Manufacturers of Stylish Clothes for Men and Young Men

149 Notre Dame Street West - - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

H. S. PETERS' METHOD OF MARKETING OVERALLS IS APPROVED

A distinct and unique principle is followed by us in both the United States and Canada for the distribution of

Brotherhood Overalls

SALESMEN are not employed to call on Dealers. Jobbers do not handle Brotherhoods. These are middlemen that add to the cost of placing overalls on your shelves. These costs are eliminated and we advise dealers to get our overall proposition and save money for themselves.

BROTHERHOOD Overalls are made to wear and wear well. The stitching and materials are the best obtainable; the dyes are "fast colors."

Brotherhood Line—Always complete. All Styles and Sizes in Stock.

WRITE US TO-DAY FOR OUR SALES PLAN. IT MEANS MONEY FOR YOU.

Look for the Brotherhood Button

THE H. S. PETERS, LIMITED
WELLAND ONTARIO

Goods in Sanitary Covering Appeal to all buyers of Men's Wear

Many manufacturers are sending out their product—their shirts, their underwear, their soft collars—in Transparent, Sanitary Sealed Bags.

Many dealers are enclosing each purchase in a bag.

We can supply manufacturer or dealer—can make the covering to meet the particular needs. We now are turning out bags for soft collars, and huge bags to cover an entire suit—bags which a clothing man can send with each order—and which a cleaner can use as part of his service.

TELL US YOUR NEEDS AND WE WILL GIVE QUOTATION

SPECIALTY PAPER BAG CO.
LIMITED
247-255 Carlaw Ave. - TORONTO

Stifel's Indigo Cloth

Standard for over seventy-five years

For Men's

Overalls, Jumpers and Uniforms

and

Miss Stifel Indigo

the kid glove finish cloth for women's

Overalls and Work Clothes

Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the women's work garment business.

Manufacturers, Dealers, look for the boot trade mark on the back of the cloth when buying—it's your guarantee and your customer's guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.

STIFEL'S REGISTERED

J. L. STIFEL & SONS

Indigo Dyers and Printers WHEELING, W. VA.

NEW YORK .....260-262 Church St.
PHILADELPHIA.....1033 Chestnut St.
BOSTON .....31 Bedford St.
CHICAGO.....223 W. Jackson Blvd.
SAN FRANCISCO
Postal Telegraph Bldg.
ST. JOSEPH. MO....Saxton Bank Bldg.
BALTIMORE.....Coca-Cola Bldg.
ST. LOUIS.....928 Victoria Bldg.
ST. PAUL.....238 Endicott Bldg.
TORONTO.....14 Manchester Bldg.
WINNIPEG.....400 Hammond Bldg.
MONTREAL....Room 508 Read Bldg.
VANCOUVER..506 Mercantile Bldg.

Copyright 1917, J. L. Stifel & Sons

Is he particular about his Underwear?

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

Show him Maple Leaf Brand

You can "bank on" the excellence of Maple Leaf Underwear to please the most exacting—the most critical man coming to your store.

Get the very most out of your underwear department by featuring and pushing

Maple Leaf Brand and
Dr. Neff's Sanitary Underwear

There's a Fit, a Finish and a Durability to every garment that will clinch the underwear custom of every man.

See if a trial will bear out our statements. Write us.

Thos. Waterhouse & Co., Limited

INGERSOLL, ONTARIO

WOODS & HOWARD, Coristine Bldg., MONTREAL

Selling Agents for Quebec and Maritime Provinces

Milne's Neckwear News *for* November

THE BEST VALUES THE BEST RANGES

THREE HOLIDAY NUMBERS

ON the right, two samples from our $5.50 range—one a Persian pattern on satin ground; the other bright satin stripes on all-over taffetta ground.

Beautiful new colorings in both these and al our other ranges.

Crepe Faille Mufflers

SORT UP NOW.

Here is illustrated a single piece Muffler, 12"x42", with knotted fringe ends—a $21.00 range. It will not wrinkle. Let your customers crush it into their pockets as a test. This, we feel, will be perhaps the biggest Christmas seller.

New lines continually arriving. Always inspect the Milne offerings.

WILLIAM MILNE

50 YORK STREET TORONTO, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7 TORONTO, NOVEMBER, 1917 No. 11

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*
A. B. Caswell, *Montreal Representative.* Norman Mackintosh, *Associate Editor.*
C. W. Byers, *Western Representative.* R. L. Netherby, *Ontario Representative.*

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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States, $2.50 a year; Other Countries, $3.00 a year; Single Copies, 10 cents. Invariably in advance.

The Success of Canada's Victory Loan will Provide your Customers with Money to Spend

GREAT BRITAIN cannot continue to buy the agricultural and manufactured products of Canada unless Canada is prepared to grant credit to Britain.

And if Great Britain were compelled, through the lack of this credit, to buy in some other producing country, where she COULD get credit, think of the effect it would have upon YOUR CUSTOMERS.

The farmers would lose their best market for live-stock, grain, cheese and other products; miners would have to work short shifts; workers in manufacturing industries of every kind would have their wages reduced, and many would be thrown out of employment.

You would have to face IMPOVERISHED CUSTOMERS with your shelves loaded with merchandise bought at above normal prices.

For the great business prosperity of Canada is very largely due to the millions upon millions of dollars expended in Canada by Great Britain.

And, as Great Britain requires credit so that she may continue to buy, Canada's Victory Bonds are offered so that this credit may be established.

The money so raised will be SPENT IN CANADA—will be used so that those who SELL to Great Britain can be paid IN CASH.

Therefore, it is in your interest as a business man—to say nothing of your duty as a patriotic citizen—to DO ALL YOU CAN to make the issue of Canada's Victory Bonds a GREAT SUCCESS. Suggest it, discuss it with your customers. Study the question so that you can advise those who are sure to ask you about it.

Canada's Victory Bonds, moreover, are an exceptionally good investment. They earn a good rate of interest; the principal is secured by the signed pledge of Canada, backed by all the resources of Canada. Any bank will lend money upon their security alone, and the bonds can be sold at any time.

Buy Canada's Victory Bonds when offered in November, to the limit of your ability. Even anticipate future profits so that you may do so. Your bank manager will help you—he will arrange any accommodation within his power for this patriotic purpose.

That's the Way to Keep Your Business Booming

Issued by Canada's Victory Loan Committee in co-operation with the Minister of Finance of the Dominion of Canada.

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Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VII. TORONTO, NOVEMBER, 1917 NO. 11

Conditions in the Trade

SINCE the commencement of the war, perhaps at no time have so many serious problems confronted the men's wear trade as at this very moment. Conscription is still an undefined menace—much more dreaded because of its indefiniteness than because of its final striking power. Interference with munition work, in some centres, has brought disquietude; and over all the merchant is confronted with the daily problems of buying. Shall he dispose of the reserve stocks he has on hand? Shall he lay in still larger stocks, as opportunity offers, against a steadily rising market?

Indeed this is a time for quiet thinking.

Definite Action the Need

As far as Conscription goes it still holds true, as indicated last month, that men's wear dealers do not particularly fear the passing of the measure. What they want is action—conclusive action—that this uncertainty may be removed and definite knowledge given as to who goes to the front and who stays in Canada. Then, the purse strings of many will be loosened.

Will There be Girl Clerks?

Merchants, in some districts, are wondering as to their own help problem. Some believe the girl clerk, in the men's wear store, will be seen before very long. If the war drags on that may well be a further development.

Yet, despite any depression which has come as a result of this indefinite menace of Conscription, the men's wear trade has enjoyed a good month. A sale, conducted in one of Canada's larger cities, brought two Saturdays' business far in excess of any other October Saturday the store had ever had.

The War Loan and Business

In a 30,000 town, where munition work has been stopped in part, buying from the farming community is so large that merchants predict the biggest Fall trade on record. They feel, moreover, that the successful floating of the $150,000,000 war loan will result in a considerable resumption of war orders. They appreciate the great need of this loan being an entire success, and many of this city's dealers are planning to buy good sized bonds.

Big Buying in Knit Goods

Buyers of knit goods have been given cause for pause in the word of big orders being taken by Canadian manufacturers from the United States Government and of big shipments being made by wholesalers to the French Government. Will this mean a scarcity of knit goods?

Elsewhere the situation is discussed more fully. Here, however, it will be well to summarize the facts.

Uncle Sam Hungry

The United States Government wants woolen gloves, socks, underwear. Canadian manufacturers of these lines could sell their output for the year to Uncle Sam. A few, perhaps, have. More have booked orders which will ensure their plants being kept running at top speed, but not so large as to preclude delivery of goods to Canadian wholesaler and retailer.

Situation Has Undergone a Change

This point is to be remembered. Canadian manufacturers took goodly U. S. orders knowing Canadian wholesalers—yes and retailers too—to be well stocked with such lines as wool socks. Since, however,

the French Government has been buying wool socks through the Hudson's Bay Company, and consequently the supply in Canada of the cheaper socks has been greatly reduced.

Two Hundred and Fifty Thousand Dozen Socks Bought

At first 150 thousand dozens were bought, at a price up to $3.25. Then, it was found this price was too low to get what was needed. It was, therefore, raised to $4.00 and another hundred thousand dozen socks were bought. The word now is—though at the time of writing proof is lacking—that a further fifty thousand dozen is being purchased, in fact that the order is practically an open one.

Probably these sales will cause the wholesalers to buy socks more heavily than otherwise. But the retailer, Men's Wear Review believes, has, in the majority of cases, heavy stocks. It is not likely therefore that he will suffer by reason of deliveries.

Another Cause for Higher Prices

The large sales of knit goods to the States and France will, however, use up a good part of the wool supply. That seems almost certain to bring in its wake higher prices for next season.

The same scarcity of wool is having its effect on the clothing industry. Cloth is to be further reduced in quality. Only in the really high priced suits will all-wool be available. Fair quantities of the Australian wool clip have been received by cloth makers, but not sufficient to supply the market.

More Goods Expected From the Old Country

A development, which seems likely to mean much for the trade, relates to shipments from the British Isles. To the end of maintaining the balance of trade an effort is being made to have British houses ship all they can to Canada—and to the other countries which are so largely shipping goods to England now. Raw material is being given British firms to be made up for export trade when they can not secure this to make up for home consumption. It is expected, therefore, that before long goodly shipments from the Old Country will be reaching here. The belief of some manufacturers, indeed, is that this is to be one of their difficult problems—a problem which will make the manufacture of some of the cheaper lines in Canada very difficult.

Rumor of Coming Low Priced Goods

The air is full of rumors along this line, one, which we give as a sample, and without any support whatever, is to the effect that English capital has opened mills in Japan for the manufacture of half hose. Paying only some $3 a month for labor it is believed it will be possible to pay freight, tariff, and sell the product of this labor almost anywhere.

Using Window Trimming Helps

By reason of the great width of D. E. Macdonald & Bros.' store front, the illustration here shown depicts everything on a small scale. This is unfortunate for here is a display—arranged by W. Hallgarth—which shows how full benefit may be had from the splendid window trimming helps sent out by some manufacturers. It shows how a store may couple up with the advertising of a clothing manufacturer.

Mr. Hallgarth had the clothing manufacturer send the posters which were being used in bill boards. These were framed and used as window backgrounds—they may be seen in the accompanying illustration, though a little dimly. This device, and the show cards, and by no means least the clothes, attracted widespread interest.

HOW TO PACK AND ADDRESS OVERSEAS PARCELS

Information Which Will Help Men's Wear Dealers Draw the Trade of Those Anxious to Send Christmas Presents to the Boys in England or France— Just Three Weeks to Get Their Business.

DURING the coming month all the Christmas parcels which are to be sent to soldiers overseas will have to leave Canada, and it is altogether probable that many who will want to send these presents will not thus early have thought of the subject. Much therefore remains to be done by the merchant who handles lines suitable for these presents to the soldiers. It is for him, by window display and by advertising, to make the need of immediate buying evident to relatives and friends of soldiers, and it is for him to give definite information as to the time parcels must be sent from Canada, as to the postage, etc. The more information of this character which the dealer is able to give, the better will be his chances of securing a larger share of this business.

A Message From the Store

And by the way, this business of supplying presents to the soldiers overseas, has what might be called a by-profit. The merchant, if he undertakes the packing of the parcel, may see that with each package goes some little message of goodwill from his store to the soldier who is overseas. It will be good advertising this. A man so far away will be struck by the fact that the merchant in his own home town is interested in him. That kind of goodwill does not always seem to bring results but a tremendous amount of good is accomplished by just such methods of building goodwill.

These are going to be busy days. A merchant will still have a good deal of buying for Christmas to do. The time for reading will be short, and MEN'S WEAR REVIEW will give as concisely as possible the information about parceling and dispatching these Christmas boxes to the soldiers.

By the way the term "boxes" is used only in its time-honored holiday sense. As a matter of fact the gifts to be sent overseas must not be put in boxes if this can be avoided. Parcels are the thing which the post office wants.

Dates of Mailing

A word first about the time when parcels for the soldiers must be mailed from Canada in order to reach the recipient before the holiday.

Information on postage rates will also be of value for this will enable the merchant to tell exactly what a parcel will cost to post thus either saving the customer a long wait at the post office, or better enable the merchant to despatch the parcel for the customer and immediately fix up the little transaction regarding cost of stamps.

The Rates Charged

Here then are the rates for parcels overseas.

To England:

1 lb. 12 cents.
2 lbs. 24 cents.
3 lbs. 36 cents.

And 12 cents extra for each additional lb., that is the rate of 12 cents a lb.

The limit weight of parcels is 11 lbs.

To France:

1 to 3 lbs. 24 cents.
3 to 7 lbs. 32 cents.

Limit to weight of parcels to France, 7 lbs.

To Egypt and Salonika:

1 lb. 32 cents.
2 lbs. 40 cents.
3 lbs. 48 cents.
4 lbs. 74 cents.
5 lbs. 82 cents.
6 lbs. 90 cents.
7 lbs. 98 cents.

Consult the Local Post Master

As regards the packing, it is a little more difficult to give specific information. In a general way the ordinary regulations with regard to parcel post will apply. There is a preference for parcels as opposed to boxes; indeed at some post offices urgent requests are made to refrain from using boxes. It would be a very wise thing for a merchant who expects to ship a good many of these parcels to make some inquiries from the post master—then there would be certainty of making, or advising, the style of package which the local post office wants.

Have Information Re Addressing

Just one more point—this with reference to addressing.

There will be many sending packages to the soldiers overseas—especially if the sending of these packages is made easy by the work of merchants who have not ordinarily been writing the soldiers. At Christmas time people think of their friends and though they may not be in close touch with them throughout the year want to remember them at this season. In view of this it is quite probable some will be doubtful as to the form of address and it would be well to give each customer accurate instructions along this line. The number must be used, and of course the package must be sent in care of the expeditionary force. We are giving a sample address:

Corporal B. Thomas,
No. 45464
No. 1 Company, 2nd Battalion,
1st Canadian Contingent,
British Expeditionary Force,
London, Eng.

The foregoing hints simply make the skeleton—the bone which will make possible the building of a splendid body of Christmas business. To put the flesh on this bone, a good deal of work will have to be done by the merchant. Through window trimming and various forms of advertising he will require to bring to the attention of shoppers, the need of getting these overseas parcels off early. He will have to so present his case as to make his store one to which the shopper of presents for soldiers naturally comes.

A trump card for the merchant will be his offer to look after packing and despatching the boxes. That will appeal to both men and women.

FIRE AT KITCHEN OVERALL CO.

FIRE breaking out in the workrooms of the Kitchen Overall & Shirt Co., Brantford, on October 15, did some $10,000 worth of damage. The loss is covered by insurance, but some stock which will be very hard to replace was destroyed and it is feared deliveries will be delayed to some extent. The fire, as far as can be determined, resulted from defective wiring.

"EVERYBODY GET A NEW FRONT"

Slogan Used by Tobey & Co. of Hamilton When Recently Installing Handsome Windows—Business Kept up During Alterations — Some New Features Adopted When Designing New Front.

TEARING out a store front and installing a new one is an experience that, apart from the expense involved, does not appeal to many merchants owing to the possible loss of business entailed by having no show windows and having the entrance to the store cluttered up for a period of several weeks.

When Tobey & Co. of Hamilton decided that their old front was not worthy of the business they were doing and that a new front was therefore advisable, it was decided that no loss of business would be tolerated during the alterations and plans were laid accordingly.

New Front Sale Inaugurated

The result of Mr. Tobey's cogitations was the announcement of Tobey's New Front Sale. The leading features of the advertising used to announce this sale were a photograph of the smiling face of the genial proprietor and the reiterated slogan "Everybody Get a New Front."

Throughout the advertising this feature was prominent, and everyone was invited to get "a new front" as Tobey's were doing and incidentally to come in and "get a famous Tobey smile."

Handbills Circulated by Auto

Handbills were circulated broadcast in the city, and by automobile throughout the surrounding country. Special prices were quoted and Mr. Tobey assures MEN'S WEAR REVIEW that, in spite of the torn up condition of the store and the fact that they were without the selling power of windows for a period of about six weeks, the month of September showed a large increase over the previous year.

The new front is now installed and is among the finest men's wear windows to be seen in Canada. The store width is 24 ft. 6 in. and the depth of the doors from the street is 22 feet.

When planning these windows the idea foremost in the mind of the designer was to have the greatest possible expanse of each window visible from the street.

In this he has succeeded wonderfully well.

As soon as the passer-by comes on a line with the limits of the Tobey store, if he is walking near the middle of the sidewalk, the whole length of the window facing him is visible right to the rear of the entrance-way. That this is a result not always obtained can be ascertained any time when walking down any business street, but the extent to which this increases the selling power of the window is patent to all.

No Island Window

The designer of this window was opposed to the popular idea of an island window at the front of the entrance, and installed in its place a showcase, this being placed at the back, between the two doors of the double entrance. His theory regarding this is worth considering. He says the passer-by can only see one thing at a time and he usually passes an island window when stepping into the entrance, looks at one window, crosses to the other and passes out to the street, without having even noticed the island window which was at his back all the time. He believes that the showcase at the rear of the entrance way, however, merely serves to carry the spectator over to the other window and the whole display is seen before the street is again reached.

Another feature of this window is the placing of the different panes of glass at such angles as to prevent any reflection to be thrown while purchaser is facing the store entrance.

The backgrounds of the windows are made of stained glass with grey fumed

The cover of "Tobey's" New Front Sale Circular — reproduced, of course, without the color. The inside was full of information on prices, the lowness of these being hammered home by quoting opinions from manufacturers all predicting heavy advances.

grounds are movable, being on sliding tracks, so that any part of the window may be reached without disturbing the rest of the display. The outframes of the window are mahogany, and the base is composed of marble panels enclosed in mahogany frame.

Two doors are used at the entrance to the store and these are very handsome being composed of French designs of bevelled plate glass set in copper frames.

Silk drapes cover the transoms over the doors and the name "Tobey" is embroidered thereon in large letters.

The valance around the top of the window is also silk tapestry with the letter "T" embroidered at intervals.

Special Attention Given to Lighting

Another feature is the ceiling, in which the beams are left exposed thus permitting the lights to be more thoroughly concealed. Special attention has been paid to the lighting and fewer lights perhaps are used for the effect gained than in any other store on the street. Mr. Tobey believes that a mistake is made sometimes in lighting a window too brightly, a glare resulting, which deadens the colors and patterns of the goods displayed. A slightly more subdued light scientifically arranged so as to leave no dark or shaded spots in the whole window, will, it is felt, show color values better.

The window floors are of quartered oak with inlaid patterns for border. Combined with the fumed oak backgrounds these act as an excellent foil for the class of goods usually displayed in men's wear windows.

Altogether the effect achieved is splendid and Mr. Tobey may feel justly proud of his new front. Combined with the famous Tobey smile, it should cause a merry tinkle on the Tobey cash register.

TOBEY'S MESSAGE FULL OF NEWS

Tells of Advances in Price and of His Sale in Most Entertaining Way.

HERE is a part of the news story regularly run in connection with Tobey's advertisements in the Hamilton papers. There is a novel entitled: "Personality Plus." The phrase would suit this energetic Hamilton merchant:

I have had a queer old week. Troubles commenced when I sent my New Front Sale bills, with my picture, through the country. You know, the farmers have money, they read, and know about market conditions of all kinds of woolen goods, and by getting these bills in their homes I figured I would help them and help myself. I sent one of my clerks and two of the boys in my Lizzie Pierce Arrow Ford, with instructions to put one of these photographs of mine with the story of the Sale of the New Front, in each farm house. Well, it is easier putting them in the Rural Route mail boxes than it is walking up to the farmer's house, and moreover in the former case there is less chance of losing a portion of your pants to a vicious dog. Anyway, I didn't know it was against the law to put a bill in a mail box. I thought the farmers owned the boxes; but they don't, and any fellow who has bills to deliver in future shouldn't use the Rural mail boxes. When I get a good thing I pass it along, and this is a good thing—to leave alone. On August 22 I received an official-looking letter from the Post Office Inspector, telling me what I had done, frightening me nearly to death, and asking me how many bills I had delivered in the boxes. It took me some time to figure it out, and to-day I paid the postage. That is going some—paying the postage and delivering your own mail. But it is all right, and the returns I am getting are worth it.

Last Sunday I had to take a minister and his wife out through Waterdown in my Ford, and I saw for the first time in my life, on Sunday, a farmer cutting grain, and two men stacking. Well, it got my goat. We do expect people in the city to work on Sunday sometimes, but one looks for something better from the men in the country. Perhaps everybody don't, but I do. It sent a sort of a chill through me; and to that farmer, and any other farmer who thinks he has to cut his grain on Sunday, I say: leave it alone; you will be better off at the end of the year. When I was about 17 years old, I thought up a wonderful advertising scheme for selling boys' clothing, and my boss made a lot of money out of it. I started to sell the idea throughout Canada, and did well. I will never forget a firm—Clayton & Sons, Halifax, N.S.—sending me a big Bank of Nova Scotia $20 bill, and, I think, a five, for the use of the idea in their city. I was the happiest boy in the world! It was the first time I had ever owned a $20 bill. I showed it to all the merchants around that section, and a fellow named Adams, in the hardware business, next door, wanted me to spring the scheme in the United States. But to do that we would have to work every Sunday. All that Summer, in the Adams office, Sundays, we worked our heads off. I mortgaged my wages ahead for two years, lost over $900, and that settled the Sunday business for me.

* * *

On Monday I was in Toronto on business—looking at hats, that had jumped from $42 to $72, and from $13.50 to $21 per dozen. I interviewed one of the oldest hat men in Canada, who informed me that most of his Fall hats are at the bottom of the sea, and ventured the prediction that the prices of hats will be more than double for next season. And I believe him.

In the United States the people will soon have to wear old clothes. This is from a Chicago paper: "Need for more wools grave. The need for more wool to meet the requirements for the government and for civilian clothing is so grave and important that this bureau has not dealt and will not deal with questions of economy in clothing, says a statement issued to-day by the National Sheep and Wool Brokers. It is true that unless a great increase of wool producing is made possible quickly civilians will be obliged to wear old clothes. George C. Little, of the Hub, has said to us: 'Warm clothing is hardly less important than sufficient food. Unless everybody takes a hand in the present need for more sheep, an emergency brought about by the war and the cutting off of imports, the public and the government will find themselves in a situation serious indeed. The same thing is going to happen here, and since the British government has passed an Order-in-Council compelling the manufacturers to use 40 per cent. cotton, in a short time all the good clothes will be used up. Take our stock, for instance, or that of every other merchant who does a good business; he turns his stock right over three times a year. You had better buy your suits ahead for a couple of years, for in six months you may be pushing your money in to buy clothing the same as you chased the coal dealers to buy coal last Winter and this Summer. I picked up a stranger with a valise on Aberdeen Avenue the other day. He was on his way to the C. P. R. train. He turned out to be the buyer of worsted cloths, including blue serges, for the largest firm in Canada. In three months cloths had advanced 30 per cent., he said, and he was scouring the country, buying anything at any price, and when he finished in Canada he was going to try New York.

* * *

The New Front Sale of mine is giving you clothing and anything I have advertised at prices in cloth-for-cloth and linings-for-linings you couldn't buy them wholesale. The Taylor Manufacturing Company want to start on my front Tuesday, and I would like to sell the old front, and will sell it cheap. I have got to have the space where the straw hats are. All straw hats from $2 to $5, at 50 cents, and Panamas $1; and a lot of other stuff that we will tell you about in our ad.

L. R. TOBEY.

T. A. Ardell who has for some time been on the staff of the Hudson's Bay Store at Calgary, has accepted a position with the Stanley Clothing Co., in High River. He succeeds Harry Bellis.

Early in October fire broke out in the factory of Greene-Swift, clothing manufacturers, of London, Ont. Damage to the extent of about $500 was done. Heavier loss was probably prevented through the construction of the building.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN.

VOL. 7. NOVEMBER, 1917 No. 11

JUST three weeks to sell Christmas presents for the soldiers overseas. Now for a short campaign, but a profitable one.

* * *

SOUTHERN Cotton Growers, to the end of diversifying their crop, have been putting some land in peanuts. This reminds us that despite advancing prices peanuts are still retailing at five per.

* * *

THE mailed fist of war will be followed by a male fist of peace—a begloved fist of industry.

PREPARING FOR CHRISTMAS

AGAIN the useful present will be to the fore this year. Win-the-War talk has undoubtedly had an effect, and the sane gift will be more than ever the appreciated gift.

This offers to men's wear merchants a splendid opportunity for large holiday business. There may yet be need of some preparation for this business. Perhaps a line which past experience has shown will sell splendidly is a little low. Now is the time to look into this. Now is the time to sort up all stocks.

It is well to remember that deliveries in December are uncertain. Then every one ordering wants goods in a hurry. But a sorting order placed now will bring the goods in time to be of greatest use—will bring the goods with the least possible amount of trouble.

And this brings up again the question of insurance. Don't forget to cover that extra Christmas stock.

PLAYING THE GAME

THIS month—while calling on a number of retailers—the editor observed some sales methods which offered a contrast sufficient to start one thinking—even an editor.

In one store a clerk was asked for a collar. Without a word he produced it, accepted the 20c. and without a word as to any other goods he let the customer go.

In another store, doing business in a similar community, a clerk led a customer from one thing to another. First he suggested a better suit than the customer—a farmer—had thought of. Then he spoke of underwear, of gloves, of an overcoat. He took, in cash, $136.00 from that farmer, and gave that farmer $136.00 worth of goods. He gave also to the farmer and his employer a full measure of service—and he gave himself, doubtless, the thrill which comes from playing the game.

Playing the game. It's the big thing in life.

One clerk in a Winnipeg store always took pleasure in getting a customer to buy something a little better than the customer had thought of—something which would give a little better service. He would show what had originally been asked for—then would lay beside it the something better; would perhaps say, "You will be interested in this. It is one of the best lines we have because—" Then would follow the reason it was the best.

Ah there's a great point—to know the reason.

To have the spirit of play in work—to want to *sell*, not only to *hand over* goods—that's a great thing. Back it up with a thorough knowledge of the goods—which study will bring—and sooner or later the boss will notice. Sooner or later some traveler will notice and some one else will hear of you, to your great advantage.

But perhaps your greatest benefit will come simply from getting into the spirit of playing the game.

* * *

THESE travelers are grand fellows to know, and to be known by. They are counsellors to many business men. They have daily opportunities of doing a good turn, and the first clause in the creed of ninety-nine per cent. of them is to do a good turn to-day for to-morrow—well to-morrow is to-morrow.

THE PAPER THAT IS NOT WANTED

THE Montreal *Daily Mail* has suspended. It is a class of paper which should never have come into existence. It has been financed to a great extent—if not entirely—by contributions from Montreal financiers. When will financiers learn that such a policy is very unfair to the legitimate old-established publications? They create unnecessary and often nasty competition and are seldom successful. In most cases where a rich man gives money to establish or help a newspaper it can be put down to vanity, or to serve some ulterior object. There are, of course, some exceptions. Sir Joseph Flavelle sunk nearly half a million trying to put The Toronto *News* on its feet. He had the money made in a fortunate investment outside of his business. He decided to give that money for the public good, and he tried—with the aid of an equally public-spirited man, Sir John Willison—to make The *News* a University for the masses, and it was conducted strictly on these lines. The same cannot be said of The Montreal *Mail*.

It is rather an interesting coincidence, that M. E. Nicholls, the promoter and conductor of The *Mail*, prepared a report on the Newspaper Postal Situation in Canada. He singled out trade and technical

papers for attack, saying they should not be allowed newspaper postal rates as they were of no public service. When the public were telling Mr. Nicholls his spoon-fed product was not wanted, the public of Canada, the United States, Great Britain, Australia and India, as represented by their Governments were calling on the trade and technical editors and showing them that their papers were indispensable in these times of stress.

THE NEW WAR LOAN

CANADA is about to call for another War Loan. It is necessary to raise funds to meet the increasing cost of maintaining the Canadian Expeditionary Forces; it is necessary for supplying additional credits in Canada to enable Great Britain and the Allies to continue to purchase agricultural products, munitions and other war supplies in Canada.

The safety of a Canadian Government Bond is secured by the entire resources of the country, the safest security obtainable—in fact, you really hold a mortgage on Canada, one which will pay you a much higher rate of interest than can be obtained on any other equally or nearly as safe security.

There should be a Bond in every household in Canada. This is a privilege and a patriotic duty, and it is to be hoped that every individual in Canada will secure a Bond or at least a War Savings Certificate.

The money markets of the United States and Great Britain are practically closed to Canada now and the Government cannot count on the large subscriptions from outside of Canada that were secured in the preceding loan. The necessity of everyone doing his or her bit must be emphasized.

You do not necessarily tie your money up for 20 years in buying a bond. It is negotiable and this feature should not be overlooked. Canadian Government Bonds can be sold at any time or can be used as security for temporary advances from a bank. The purchaser can get his money back (through a sale) whenever he wants it.

HOW TO MAKE MONEY GROW

IN the October issue of *Conservation,* a monthly bulletin published by the Commission of Conservation, Ottawa, the above heading draws attention once more to Canada's War Savings Certificates, which can now be purchased by even the small investor. The bulletin goes on to state:

"War Savings Certificates for the small investor are almost too good to be true. They are so good that the Government will not sell more than $1,500 worth to any one person. They yield over five per cent. on the investment, may be redeemed at any time, and have the whole Dominion of Canada back of them as security. In other words, they have all the advantages of a savings bank account, but have greater security behind them and yield over two per cent. more.

The following table shows how money will grow in three years if invested in War Savings Certificates:

$	8.60	loaned	now	grows	to...	$ 10.00
	21.50	"	"	"	"...	25.00
	43.00	"	"	"	"...	50.00
	86.00	"	"	"	"...	100.00
	430.00	"	"	"	"...	500.00
	860.00	"	"	"	"...	1,000.00
	1,290.00	"	"	"	"...	1,500.00

There are, undoubtedly, many who have not looked at these certificates in this light, and will be glad to have before them details relating to the investment necessary to securing returns.

CASHING IN ON PERSONALITY

ONE huge handicap under which the mail order houses work is due to the lack of personality. The heads of these concerns may secure honors—may keep their names and their pictures to the fore, where they may be seen of men and women. But these men can not be personally known to their customers in any such way as may the merchant in a town or city.

Here then is the merchant's opportunity. He may cash in on personality.

This is being done in many ways. Some merchants make a point of meeting every one, of going every place. One, gifted with Irish wit, is frequently called upon to act as chairman at entertainments. He is a genial soul who loves such affairs and would probably attend many irrespective of the business advantage, but the point is that profit does come. People all over get to know this man—to think of him as a friend—to turn naturally toward his store when in need of such goods as he supplies.

Another merchant, of a different temperament, has secured a wonderful connection, especially with the farm trade—by quietly going about seeing that every one is getting satisfaction; by taking up personally little matters about which the customer inquires. This is not the class of man whom people just naturally address by his first name. But he is a man of the greatest integrity, and he has quietly made his character stand him in good stead as a business asset.

Personality is the scourge to make the mail order house wince. It should be employed continually, but naturally—each merchant using *his* personality, not trying to adopt that of another. Traveling under false colors tends to make one ridiculous, but for each in his own way to make the customer feel that his affairs are of interest to the merchant is sure to build for present and future profit.

STILLING THE OBJECTION TO HIGH PRICES

From the ordinary customer, objection to the high prices which have to be asked just now can be understood. Indeed the objections, all know, come from a full heart—or rather from a rapidly emptying purse. But where a farmer objects to price—he who is tearing down his barns to build greater—well then the merchant boils over. Perhaps—if he has the information at hand, and the gift of words—he holds forth as did one of the Ludlow Bros. of Brantford the other day.

"Yes," agreed Mr. Ludlow, "when a farmer had complained of a $30 price for a suit, recalling that he had formerly bought much the same quality at $22.50;" "yes," said Mr. Ludlow, with a quiet smile, "you did get much such a suit for $22.50."

"But," he continued, "you then sold your wool for 16c and today you get 67c. I know, for I read the quotation this morning. It's that wool—or wool like it—which went into that suit. The wool advances over 400 per cent., and we raise the price of the suit 30 per cent. Oh! we're robbers all right."

"And you," continued Mr. Ludlow, "still smiling," used to chuckle when you got a dollar for your wheat. You sold it today, didn't you? Yes. And you got $2.20 for it. I read that price in the paper too.

"And on top of that, and scores of similar price increases, you wonder at this advance in price for clothing."

The farmer saw. He was a good sport, too, and took with him, when he left, not only the suit, but a fur-lined overcoat as well. He left behind $91 in cash and a real salesman.

By the way, that method of explaining advancing prices can be used with mechanics, or any who—by reason of the war—are earning more than formerly. Such will be quick to see that what makes their efforts more valuable is what also makes goods more valuable, and consequently higher in price.

HAT-SMASHING CAMPAIGN FROM A WINDOW TRIM

Montreal Store's Window of Broken up Hats Drew Action on the Street and Brought Sales of Fall Lines—Good Plan to Make Wearers of Straw Hats Look Cheap—Played Pool for Better Hat.

WONDERFUL stories have been told of the power of window trims on the human mind,—how this one drew a crowd that strung itself out, half across the street, and made the somnolent policeman take two steps in the time he took one before; how that one sold out the last of a slow line; or this prompted your neighbor and rival to rush in a similar trim and under mark you by six cents, and draw the sales of the bargain hunter.

But when a window trimmer fixes up his show in so vivid a form that it prompts one young man to smash down the straw hat upon the noble brow of another young man, and draws both, laughing, into the store to buy a Fall hat to replace the damaged "lid," then that trimmer—Livinsons of St. Catherine Street, Montreal, for it was this firm which achieved these results—may conclude that he has built up a real, up-to-date, impressionable window display.

To show what this trim was like MEN'S WEAR REVIEW had a photograph taken of it and it is reproduced in connection with this story.

The straws which showed the way the wind blew. A trim which hastened the change to fall hats, and which resulted in a fine early fall hat business.

Piles of Smashed Straws

As will be seen the window was a small center one between the double entrances of this store, an arrangement that is quite frequently seen in Montreal. The main purpose of the display was to suggest the idea that the time for the wearing of straws was at an end. It was a modern interpretation of "Ring out the Old, Ring in the New." There was a pile of smashed straws in the bottom of the window; literally smashed; not as is the case in some trims, a gathering together of the remains just as they appeared in life. No, this trim started out to KILL the straw that was still worn by young men who passed, and to do it the more effectively, a killing was made of the cast-off straws that had been left in the store by customers. When the Brothers Livinson were through, those straws looked as if a small army of tramps had entered that store, and jumped in a body upon the collected pile of the coverings that had done duty on their heads for a dozen years or more.

Just above this pile, was an inscription:—

DIED
Sept. 2nd,
1917.
It Breaks
Our Heart
To Leave You.
May You
Rest In

Pieces.

Pointing to Display of Fall Goods

The further to carry out the idea that straws were done with, a card was hung above in the window pointing to a display of the new Fall lines of soft hats in the window on the right hand side, with suitable wording. This last was a rather clever touch, as the eye instinctively turned to the second display. Indeed there might have been criticism offered of the realistic display in the center, if it had not been followed by what may be called the "constructive" part of the plan.

The make-up of the "deceased straw" window was very inexpensive. The tomb stone was a box that umbrellas had come in, covered with a coat of white paint and lettered. A Xmas wreath added a funereal touch.

This window was so successful that it was allowed to stay in a whole week, which is strictly contrary to the rules of this store of bright ideas.

Now to return to the two young men as they stood laughing inside, for the owner of the smashed hat took it all in good part.

He didn't want a cap, as he had one. He had intended to buy a Fall hat—sometime—but thought his straw would do a little while longer. However, as it had been done for—here he looked at it a little ruefully—he supposed he had better buy a new one. He looked at several. There was a $3.50 one; it was smarter than the others. But he hesitated at the higher price.

Played Pool for Extra Dollar

"Tell you what I'll do," broke in the Hat Smasher. "I'll play you a game of pool to see which of us puts up the extra dollar for this hat."

They went out, nodding to the Livinsons that they would be back. Soon they were, and the owner, had lost. Luck was running against him.

He bought the $3.50 hat, and donated his own to the collection in the window.

Several times a broken straw came flying in through the open door that week. The sight was contagious. The owners in nearly every case followed their hats in, and bought a Fall one.

Made Young Fellows Look Cheap

"A window like that helps to kill the straw," remarked Mr. Livinson to MEN'S WEAR REVIEW. "The young fellows feel cheap walking past with all these hats smashed.

"There is just one point that is difficult. When they buy a new hat they usually leave the old one here. Whether they intend to call for it or not we do not know. But we have a sign that we will not be responsible for goods left more than three weeks, and if they come back for their hat,—and it has been broken up and adorns the window, we point to that sign and say we did not think they wanted the hat again, and they are satisfied.

"We found that window a good introduction to our Fall season.

COMBATING THE "CONSCRIPTION" ARGUMENT

Hamilton Men's Wear Firm Offers to Refund Purchase Price to Drafted Men—How This Firm Has Figured Out the Advertising Value of This Offer—Expense Involved Not Likely to be Very Great.

AS of course the men's wear trade well knows a disquieting feature has been the uncertainty attending the conscription issue. While it is not believed that the real drafting of 100,000 men from the country will materially diminish the men's wear trade while conditions otherwise remain as prosperous as they are at the present time, nevertheless, salesmen have often had this argument presented to them when introducing some new article: "Oh! it is no use buying as I may be in khaki in a couple of months."

Largely with the idea of having a counter argument to offset this, Shannon & Grant, men's wear dealers of Hamilton, Ont., decided to try the plan, adopted in several American cities, of advertising that they would refund the purchase price of any suit bought from them between July 31, 1917, and January 1, 1918, if the purchaser should be drafted into the army in the interval.

A number of dealers felt that the offer—as indicated briefly in MEN'S WEAR REVIEW'S October issue—might involve a tremendous outlay and would not be a business getter commensurate to the expense involved. There has been, indeed, considerable speculation as to the feasibility of the whole plan.

A MEN'S WEAR REVIEW representative had the pleasure of discussing the proposition with a couple of the staff of Shannon and Grant and found that this firm had given the matter much more consideration than may possibly have appeared to some to be the case.

Outside Solicitor Finds Good Talking Point

This firm keeps a man on outside work practically all the time soliciting clothing orders, and it was largely through his experience that the offer was made. As was said in last issue of MEN'S WEAR REVIEW the salesman who goes out to solicit business runs up against different arguments to those given the man whose work is only behind the counter. One of these frequently put to this outside salesman was the so-called "Conscription" argument. Now it was felt that could the salesman be supplied with a definite guarantee that in the event of the purchaser being drafted before the first of the year he would not be the loser, all opposition to the purchase would be broken down. It was also felt that the use of this offer would tend to make the boys feel that the firm of Shannon and Grant was not only anxious to grasp all their loose dollars but that they really appreciated the sacrifice a young man was making in giving up everything to go and fight the battles of democracy and decency, and were willing to do their part and see that draftees would not lose the amount invested in what would become a useless suit of clothes.

Returning Soldiers Considered

It was also felt that advertising features such as this would possibly have more of a value in future years than in the immediate present. The business of the returned soldiers when the day that all are looking forward to materializes and the boys come marching home—was considered when the offer was made. It was felt that many of these lads, when discarding the khaki, as is to be hoped, forever, will not forget the firm which tried to be fair to them when they were leaving home.

On being asked whether it was not felt that the expense involved might turn out to be a pretty heavy advertising appropriation it was found that this had been well considered by the members of this firm. It was believed in the first place that comparatively few of their suit customers would really be drafted, as Hamilton factories are largely engaged in munition work and it is believed that the young men so employed will be exempt from service. Then the figures given by the medical boards show that there are under 50% of the men inside the scope of the draft who can qualify physically for the trenches. Watching their business and noting the number of customers who were liable for the draft it was felt that it would be very improbable that more than 10% of their suit customers in the time given would ever be drafted.

In addition to this, the spirit of independence of our young Canadian manhood is known to be so great that it is questionable if 25% of those entitled to the refund would ever turn up to claim it.

As this works out we will suppose there are a thousand suits sold in the time at an average of $20 making a business of $20.000, estimated 10% drafted would be $2,000 and 25% of this claimed would bring the actual outlay down to $500 on a $20,000 business and it was felt that under the exceptional circumstances this would not be an out of the way figure.

Then of course the returned suits would be sold to a second-hand dealer and the sum derived would still further decrease the expenditure.

It was known of course that all this was largely conjecture and the figures might run higher, but this firm feels that the benefit derived both for future and present business will be of sufficient importance for them to be willing to take the risk.

Asked as to whether they could trace any direct sales to this proposition MEN'S WEAR REVIEW was told that a number of customers had referred to it but it was very hard to say how many sales had actually been effected thereby. The salesman who does the outside soliciting for clothing orders was however enthusiastic over the "talking" points that it had given him and said it was a very useful scheme for his particular end of the business.

It is the intention of this firm to make a window display of all suits returned, if there are any, giving name of party, regiment, etc., and it is considered that the advertising value of this window showing that promises made have been cheerfully kept, will be considerable.

Shannon and Grant are honest enough to wish it understood that they were not the originators of this idea, as Clennahan's of Buffalo as well as other men's wear dealers in the States had already given the plan a try out.

This, briefly speaking, is an outline of the advertising scheme used by this Hamilton firm which has aroused considerable interest in the trade. Readers must decide for themselves the value, practicability and possible expense that such a scheme would have in their own community.

Autumn Atmosphere Here

THE accompanying photo of a general Fall trim as shown in the Eighth Avenue window of the W. Diamond Company, Calgary, will convey a fairly good impression of the effective results obtained. In arranging this display, C. L. Brown, the firm's window dresser, employed Autumn leaves and a careful selection of plush of the desired harmonious shades. The addition of a few colored plates of Fall styles combined with carefully worded announcement cards is fine. The night effect of this display is particularly good, care having been exercised in arranging the window lighting of the store. This provision will be a continuing satisfaction to the W. Diamond Company.

NOW IS THE TIME TO STUDY BUSINESS INSURANCE

Take Time by the Forelock in These Days of Unusually Profitable Conditions.

By Henry Johnson, Jr.

RIGHT now I want to induce you to give serious consideration to the question of Business Insurance.

What is business insurance? At the risk of having you turn the page without reading further, I'll tell you: It is **saving money and putting it away where it will accumulate.**

Now, you'll miss it if you do not read further—take my word for it. So let's get the outline first and tell the why afterwards.

The scheme is to provide for business expenses only, as a starter. Determine what you must keep each month with which to pay your rent, help, heat, light, etc. Then settle on a certain minimum sum which you will take out and put away **before any profits are figured, before you take out any "spending money," before you pay your bills!** Get that last: BEFORE YOU PAY YOUR BILLS.

Begin small. Take as little as $5 per month for a beginning, if you do not feel sure you can take more. But make it $10 or $25, or more if possible; and remember that this system is going to make a lot of things possible for you that hitherto have been in the "Can't-be-done" class.

Never Reduce—Never Quit—Never Withdraw

The idea is that the beginning must be modest because the most fundamental point is that money once saved must not be used again—except as I shall indicate later on—and, though you will gradually increase the monthly savings, you must live up to the new schedules whenever you make the sum larger. For the keystone drops out the minute you permit yourself to backslide.

What ever the sum fixed upon, take it out of the safe first thing on the first business day of each month and deposit it in a separate savings account. So entirely separate must it be from the rest of your funds, that it is well to use a separate bank for this account. Never mind the interest now—let it be 3 per cent., 3½ per cent.—the present point is to accumulate it. **And every cent of interest earned must be redeposited to accumulate with the capital.**

And note this: It's no matter whether your bills are paid or not. Pay no attention to any other obligation on that first morning of the month. Do nothing, think of nothing, keep your mind free and clear of all other things until this particular money is drawn out and put away.

The benefits are almost beyond computation. Here are a few:

First, there is the accumulation itself, which grows wonderfully. Just how wonderfully may be sensed from the fact that as little as $25 per month thus put away at an average of 6% compound interest will yield just about $30,000 in 30 years—a comfortable competence for the merchant 30 years old to look forward to when he's sixty. In other words, **the saving of $9,000 during those years, at $25 each month, will produce $30,000—$21,000 of it earned for you by somebody else!**

Second, you are kept scratching for funds. You return to your store and every bill you have stares you in the face. The effect is surprisingly sobering. It makes you think seriously and figure closely on every purchase you make. You invest neither in merchandise nor in "improvements" of dubious value or utility. Better have the money in a business-insurance fund than tied up in a lot of fancy fixings which often are merely in the way.

Become Brisk, Insistent Collector

Third, you become a keener collector. You are actually more sincerely in need of funds and therefore more convincing—because you do need the money.

Fourth, you have a constantly growing sense of security, of power, of **independence,** because your bulwark of financial fortification is growing higher and more substantial every month.

Fifth, you feel that you are working for yourself. You are making tangible progress. You are gathering real money. You are absorbing the most vital lesson that can get lodgement in any man's consciousness; that the one way to make real money is to take money out of your business steadily.

AND THIS CAN BE DONE BY EVERY BUSINESS MAN NO MATTER HOW HE IS SITUATED, NO MATTER HOW SMALL HIS BUSINESS, NO MATTER HOW MODEST THE SUM ACCUMULATED MAY BE. IT IS THE DUTY OF EVERY BUSINESS MAN TO DO THIS.

Benefits Summarized

To summarize the benefits, we have:

1.—The money safely put away.

2.—We buy more conservatively.

3.—We become more effective collectors.

4.—We have SECURITY — Business Insurance.

5.—Working now for ourselves we acquire **Independence.**

And there are any number of collateral advantages. Ask your jobbers. Ask your banker. Take note of the tone of enhanced respect with which each will listen the minute you suggest what you have in mind .

Why, bless your old heart! Financial independence, competence, everything worth working for lie in this direction and only in this direction when all is said and done.

The Next Step

Suppose, now, that you have piled up $100, $200, $300. On the first interest day, draw out what may be needed to buy solid bonds. The first you buy should be the solidest—war loan bonds are ideal at this moment.

Because those are the soundest, safest security that can be found anywhere. Buy 'em. Put them into your safety deposit box. Then the bank can "bust" and most other things go to thunder—your money will be secure.

Next, accumulation should go into bonds of second line convertibility. Such will yield 4½% to 5%. Buy those until you have, say, $2,000 to $10,000, depending on your own circumstances. (You will be able to take care of yourself after you have bought a few bonds with the advice of your banker.)

Third, buy bonds of narrow market, but sound. These will bear 5½% to 6%. In some cases bonds bearing even 7% can be bought safely—only be sure of the house from whom you buy.

Then follow small mortgages, which in the west pay 7% and even more; and seasoned stocks which have long record of solid earnings.

In this way your savings eventually will earn you an average of 6%—and that is enough to try for in most cases.

"Can't Spare the Money!"

"But I need all my capital in my growing business," says the business man. "It keeps me scratching to meet my daily needs."

That is precisely why YOU need this plan more than some others. The man who skates on thin ice needs to have a life-line handy. When operating on a narrow margin, one most needs a little surplus on which to draw in case of real necessity.

So this Business Insurance is VITAL to you — that is just why it is called Business Insurance.

For the money is not lost. It is your business to think of it as put away where you cannot get it. But as a fact, the money is there in the bank or invested in securities so sound that they can be hypothecated without a moment's notice in any bank.

If real, pressing need hits you—if illness or misfortune visits you—take your securities to the bank and borrow against them. Then work like a beaver to get them free again!

Compare, if you like, that kind of assets with a quantity of stock for example, bought far in advance of need. You can dispose of that stock—how. By taking a heavy loss. But the bonds—why you do not need even to dispose of them!

All times are the right times to begin this system. But right now is the RIGHTEST time that has come for many a long year. For these are days of liberal profits. See that you conserve a lot of yours in Business Insurance. **And if you start, you will be safe—you will never be without Business Insurance again.**

MERCHANT TAILOR PROBLEM IN SMALL CENTRES

This a Factor at Present in the Clothing Business---How it Works Out—Is the Small City and Town Merchant Tailor Doomed?—Many Are Widening Their Scope to Take in General Men's Wear Lines—Labor Scarcity One Big Cause of This Change.

ASSUREDLY, as the old negro preacher remarked, "The world do move." Time was when merchant tailors were known to complain of the competition they received from men's wear dealers selling cheap clothing. Now, the tables are somewhat turned, and from various parts of the country comes the complaint that the men's wear dealers are facing what is almost cut rate competition from merchant tailors in their city or town.

Owing to the huge advance in cost of material, the ready made suits which merchants are now able to guarantee have moved up very much in price. The special measure suits which they are selling—and selling largely—frequently go as high as $45. There are merchants indeed who are able to secure orders for suits costing still more. On the other hand of course many merchants are taking orders for suits at lower price than this; but on the whole the tendency is to push the high priced line. This has to be the case in the special measure business particularly if the merchant is to give a guarantee.

Tailors Quote Low Figures

At present, some trouble for those making a specialty of the better class clothing is caused by the local merchant tailor. A number of these men are quoting lower prices for tailor-made lines than the merchant is able to quote for his special measure suits—or even for his better class made up suits. There is of course still the idea prevalent in the mind of a good number that the tailor-made garment is better, and the low price quoted by the tailor is consequently taking some business away from the men's wear dealers. An investigation of this situation reveals some interesting points.

The local merchant tailor, has, at the present time, a certain amount of stock on hand in the way of cloth, which he bought at favorable prices, one, two or three years ago. During the past three years his business, perhaps, has not been all that he could have wished. Inroads have been made each year by the men's wear dealers handling high grade ready-to-wear and special measure lines of clothing. The merchant tailor, therefore is trying to stimulate his own business and perhaps to undermine to some extent the growing clothing business of the men's wear dealers, by offering to sell suits made of his old cloth at figures which are practically based on the original cost of this cloth plus the cost of production.

A Case in Point

For instance, in one city of 25,000 people, the merchant tailor is advertising indigo blue at $27.50. The cloth, moreover, is good—as good as is going into the suits sold by local men's wear dealers at as high or even at somewhat higher figure.

There is this to be said about the matter, however, from the customer's standpoint. The merchant tailor may be in difficulty as regards labor. The labor question has become so acute that good journeymen tailors are able to pick and choose jobs. They go naturally to the district where employment is steady, and the merchant tailor as a rule is not in as good position to offer this steady work as are the large manufacturing tailors. The result is that in the smaller places at least, the workmen in the merchant tailor's establishments are often not of the highest grade, and the product they turn out may therefore be somewhat lacking in finish.

There is reason to wonder, moreover, if this cut price tendency being shown is not in the nature of the signal of distress with a number of these smaller merchant tailors. They are able to meet favorable prices at the moment by reason of having stocked cloth some time ago. This stock is not often very extensive. When it is used up, what? That is indeed the question. It is no easy question to replenish stocks at the present time, and certainly the merchant tailor will not be able to get anything without paying the very highest price.

Has Only Staples

Another point which investigation has brought to light, and which men's wear dealers may find of use in offsetting to some extent the undermining influence of this cut price tendency of some local merchant tailor is the fact that it is only the staples which the merchant tailor has on hand in any quantities. The suit lengths which can be sold only to one customer in a community are scarce.

Here is a specific instance. One tailor—an exceedingly good one—states that he is keeping his prices to the lowest possible point at the present time; says he is able to do this by reason of early buying. He goes on to state that he will not be left in a bad position as a result of this policy for he has very large stocks of the staple lines on hand.

He is frank to admit, however, that for the more fancy lines, he is in anything but a good position. He ordered for the past season 98 of these suit lengths and received exactly 13. He has been depending for his business on his blues and his greys and other staples.

This in indeed a point for the clothing merchant to bear in mind. The manufacturing tailor, from whom he is buying, is able to get these fancy materials in large quantities by reason of his trade being scattered the Dominion over. He has many lines which serve to brighten a dealer's stock, both in the ready-to-wear and in the special measure. As one means of offsetting the competition of the merchant tailor at the present time, it might be well to play up strongly these cloths which after all stand out in contra distinction to those which the local merchant tailor will have.

No Attack—Just Facing the Situation

This article is in no way intended to reflect on the policy of the small city and town merchant tailor. It may be freely admitted that his action, in keeping his prices low in order to hold up

his business, and perhaps to win back to his store business which he has formerly lost, to the handler of ready made and special measure clothing, is perfectly proper. The situation however, is one of moment. It has to be faced by the men's wear trade throughout the Dominion.

Merchant Tailor Passing

On the whole the turn of events seems to simmer down to this—that the merchant tailor, outside of the large cities, is pretty well doomed. There are a number of reasons. Perhaps the biggest is the high quality of clothing made by the big manufacturing tailors—the splendid service given by the special measure departments.

Another reason has been briefly referred to—labor. The truth is that few are learning the tailoring trade. Men learn one operation, that is enough. They can make, from a big manufacturing house, more for doing the one operation rapidly and well, than they could earn from tailoring a suit. Then in the smaller places the work in a tailor shop has always been uneven—most uneven. Labor can not be kept the year through, and so, when wanted for the Spring rush it is not available. Hence the favor the special-measure idea is finding with many old tailors. The "cut, make and trim" business of course may be another development in the coming years.

Signs are not lacking that the merchant tailor is changing his business—giving it up? No. Just changing—adding in some cases first ready-made overcoats, then furnishings, then little by little ready-to-wear or special-measure clothing—one or both.

MAKING MOTHER AND SON FEEL WANTED

This a Big Feature in Building up Boys' Department—Methods Adopted by the 2 Macs —How Their Boys' Department is Feeder For Men's Side of Business.

A STORY is told on a Toronto newspaper reporter—famous for his ability to "bring home the bacon," somewhat as follows:

The reporter saw a light in a lodge room.

"There must be something doing up there," he said to himself. "I'll go up and see."

He went, and was thrown out the front door.

He went up again and was thrown out the back door.

Nothing daunted he ascended once more, and as he alighted, after being started on his way through a window, he rubbed his head. Then a look of enlightenment spread over his face. "I know what's the matter," he murmured. "They don't want me up there."

* * * *

Now the average person—it requires no proof that reporters are not average—is quicker to perceive he is not wanted than was this newspaper man. Also he is quick to perceive that he is wanted, where evidence of this is at hand. This feeling of being wanted, perhaps, brings people back to a store more certainly than anything else.

Comfort Provided For

It is for this reason that the 2 Macs, Ottawa, have, at the entrance to their boys' department, a carpeted space, furnished with tables and chairs—big chairs for mothers and large boys to use, while waiting—little chairs for the little folk.

The mother and the boy—big and little—is wanted in this store.

This has been the attitude in the 2 Macs for many years, and commenting on this attitude F. W. Gervan, manager of the boys' department says:

Boys Grow Up—Still Customers

"It is interesting, and pleasing, to see so many of our boy customers in the men's department."

Mr. Gervan does not say this is profitable, also. That fact, however, needs no proof. The boy buys his clothes, then he grows up and buys his first long pant suit and all the accessories. Next he buys his men's clothing. What could be more profitable? The boys' department is indeed a feeder for the men's side of the business.

Speaking of methods and results Mr. Gervan says:

Like Two Bloomer Suit

"One feature which we have been trying to educate our customers to, this last five years, and which is now coming into its own, is the extra bloomers with each suit. This trade has grown to such an extent that we buy extra bloomers to match every suit that goes into our stock for boys seven years to seventeen. Of course the customer has the privilege of buying the suit with one pair, but this privilege is used very seldom."

He adds: "'We find the mothers are buying better clothes for the boys this last two or three years than ever before, and we find the reason for this is that they have come to understand that it is economy as they find that they give more wear than the difference in price."

Difference of Opinion

There is, we know, a difference of opinion on some points here raised. Notably on that of the two bloomer suit. All readers, however, will be interested in the argument made by this manager of a boys' department which has proved so highly successful.

Ketcheson & McCune, men's furnishings, Abbey, Sask., have been succeeded by Langman & McCune.

Calgary, Alta.—Lettman Davids, men's furnishings, has sold out.

S. S. Siberry has been admitted to partnership with E. J. Siberry, men's furnishings, Toronto, Ont.

Calgary, Alta. — Benj. Shenkman, men's furnishings, has started business.

Medicine Hat, Alta.—W. H. Todd, men's furnishings, has closed out branch at Redcliff.

W. J. Chantler, men's furnishings, Moose Jaw, Sask., has been succeeded by The Maumkeag Clothing Co., Ltd.

A. Bueritt & Company, manufacturers of hosiery and underwear, Mitchell, Ont., suffered recent loss by an explosion.

A Permanent Boys' Window

THE *time to advertise, someone has wisely said, is all the time. So, where space permits, surely the time to display boys' clothing is all the time. The 2 Macs, of Ottawa, have the necessary window space, and the year round devote the section illustrated above to boys' apparel. A window space* 16 *feet long by* 6 *feet deep, three hundred days a year, is, this firm feels, none too much to give to the boys—and to the boys' mothers.*

J. L. Beaudry, who has charge of the 2 Macs' displays, sometimes divides this boys' window into two or four sections —thus being able to show boys' furnishings, Jerseys or knitted suits, Fall and Winter clothing, etc. In the display illustrated the entire window has been given over to Fall and Winter clothing, this being the line upon which F. W. Gervan, manager of the boys' department, was planning his big drive.

The main idea of the trim is made clear by the picture. Designers, however, will appreciate a detail or two not made evident. The panels were decorated with Autumn tinted maple leaves—the tops of the forms were covered with golden yellow sateen—while the plush on the floor was of the same color.

SELLS THE BOY—THEN THE BOY GROWN UP

N. J. Fraid of Cornwall Tells How, in Thirty-two Years, He Has Seen Little Fellows Become Big Buyers on Their Own Account—Some Cornwall Problems Outlined.

SATISFYING the demand for boys' clothing in a prosperous industrial town of ten thousand inhabitants where most of the buyers are of the wage-earning class, is in the main a matter of giving good value for money.

In conversation with several of the leading men's wear dealers handling boys' clothes in Cornwall, MEN'S WEAR REVIEW found that the mothers, as is often the case, play a large part in the business transaction. The boys have their ideas regarding the suits they want, ideas which range chiefly around the question of presence of pockets, and absence of fussiness, but the mothers exercise the feminine prerogative peremptorily and see to it that the suits selected are strong and of good wearing quality.

Don't Want Two Bloomers.

Demand for boys' suits with the extra pair of bloomers has never been very strong in this particular town, and there is not much evidence that this demand is on the increase. Parents prefer not to pay the extra price for a suit with two pairs of pants, but rely on being able to buy the additional pants at a bargain amongst the stocks of ready-made boys' pants which are usually available. In such stocks there are often strikingly cheap pants made from small ends of good rolls of cloth, and quite often a good match can be found for a boy's suit purchased previously.

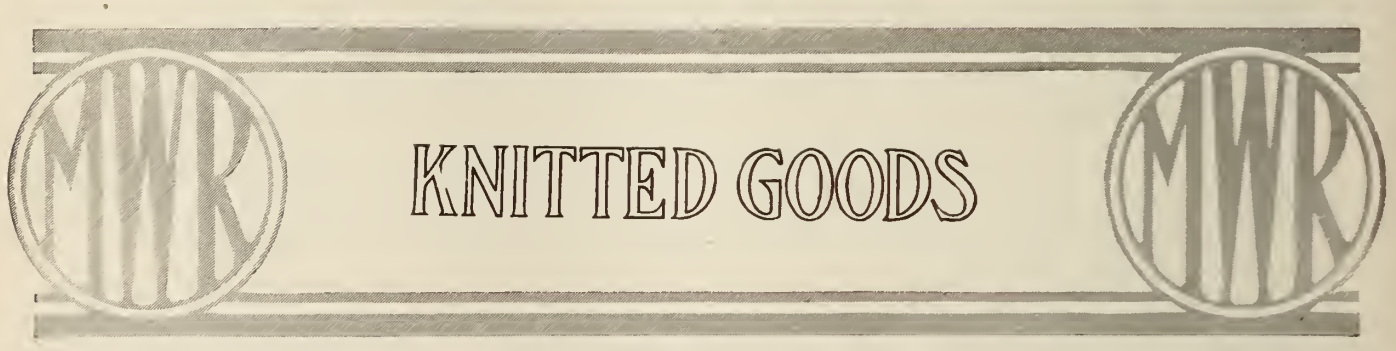
In regard to the sale in this town of boys' suits the principle is to "sell the mother." Many dealers in other places are finding that the boy—now a large earner—is doing his own buying, but not so in Cornwall apparently—at least not to such an extent as to allow the mother being at all passed by.

N. J. Fraid, who has thirty-two years' experience of the business in this one town, has found excellent profit in getting into the boys' clothing line and staying with it to the satisfaction of customers.

The Mother's Influence

"I have sold many little fellows their first suit with pants, and supplied them with clothes right on through boyhood and up to manhood, and they are still my customers," he said. "This is one great feature of going in for boys' clothing. Lasting business reputation can be built upon good boys' clothing, and the policy of pleasing the mothers. Few men ever forget the influence of their mother throughout life, and the store she used to go to for their clothes, if still in existence when they are men, will get their business nine times out of ten provided that as boys they have had pleasant associations with the store. That of course is a matter up to the men's wear dealer."

"There was once a men's wear dealer who featured boys' clothes, and who saw to it that every pair of boy's pants with suits for a certain age had good deep trouser pockets in one of which there was always a serviceable clasp knife when the suit was delivered home. Did he get the boys' business of his town? Well, didn't he just!"



UNCLE SAM PLACES ORDERS WITH CANADIAN MILLS

Heavy Purchases Made, Particularly in Gloves and Socks—Canadian Mills More Used to Manufacturing Lines Wanted—Manufacturers Claim Home Trade Will be Well Looked After—French Government Also in Canadian Market.

WHEN last issue of MEN'S WEAR REVIEW went to press there were many rumors of large orders for knit goods having been placed in this country by "Uncle Sam's" Government agents. It was at that time, however, very hard to get absolutely definite information. Since then, however, much has leaked out, and it is now certain that orders approximating at least $6,000,000 have been placed with Canadian mills. The lines purchased seem to have been mostly gloves and socks, though large orders have also been placed for underwear, and it is known that the large Canadian wholesale houses could, if they wished, dispose of their entire stock of Scotch knit underwear in this way. That brings up the interesting fact that Uncle Sam will not buy ribbed underwear, it being practically unknown in the country to the south of us, while the Canadian trade, on the other hand, demands ribbed lines almost exclusively, in so far as the heavier grades are concerned. Most of our military men think a mistake is being made here, as the heavy pure wool ribbed underwear has proven its value in our Northern Winters, but the fact remains that only Scotch or flat knit is desired.

Heavy Glove Orders Placed Here

Considerable feeling has arisen among some of the United States mills over the glove orders placed in this country, it being estimated that the total would equal 12,000,000 pairs, but it appears that the experts who were placing the business found that the Canadian mills had better machinery and facilities for knitting the style of glove desired, and were also able to quote closer prices. Then, too, it was felt that the supply of wool was better assured in Canada than across the border, and the possibility of prompter deliveries was undoubtedly a factor that helped our Canadian mills.

It is known that orders have been placed with the following mills for about the amount mentioned, and there are doubtless others about which definite word has not been given out:

Gloves.

	Amount
Stratford Glove Mkrs., Stratford	$203,362
Scotch Glove Co., Stratford	210,600
Ferguson & White, Stratford	207,360
Mitchell Knitting Co., Mitchell	210,600

Stockings.

Boyd, Caldwell & Co., Lanark	$ 60,000
Mercury Mills, Hamilton	27,600
J. McMurchy & Sons, Brampton	50,400
Kingston Hosiery Co., Kingston	157,500

No Shortage Expected This Fall

MEN'S WEAR REVIEW was interested to know what effect this business would have on deliveries to the Canadian trade, and several of the mills named above were asked to state their opinion along this line.

From the answers received, it is evident that no shortage is expected for this Fall as placing orders have already been well delivered, and it is a well known fact that the average retailer is overstocked with the heavier lines of halfhose.

French Government Buys Socks

Incidentally the French Government was in the market for heavy socks and practically bought up the entire surplus stocks of all Canadian wholesalers in lines that could be bought for $4 or less. One mill wrote that if a shortage in these lines should materialize that the wholesale houses who thus disposed of their stocks would be to blame, not the mills which had accepted the United States Government orders when business had begun to slacken perceptibly. The wholesalers on their part claim that they found the retailers well stocked in these lines, and not anxious to buy, and in consequence they were very glad to unload what appeared to be a surplus of heavy lines.

Both mills and wholesalers agree, however, that this new business will doubtless cause shortage a little later in the season and increased prices are a possible consequence.

The Hudson's Bay Knitting Co. in this instance acted for the French Government, and it is felt that this demand will possibly be followed by others, as it has become recognized that Canadian mills are particularly well adapted to turn out lines of knitted goods that experience has shown to be well adapted to the rough life of the trenches. All indications are that the demands upon this branch of Canadian industry from now till the end of the period of hostilities will only be limited by the possibilities of production.

Meanwhile the regular trade is inclined to be a little tardy in placing both sorting and Spring business. The vastly increased prices of nearly all lines are undoubtedly checking the sales to quite a considerable degree. When a man could purchase a pretty good pair of cashmere socks for 25c he was content to throw them away after they developed a peek-a-boo aspect, but the same sock at about 75c is entitled to more respect and sister, mother or wife is pressed into service with the darning needle. In consequence the quantity volume of sales has diminished considerably in most retail stores, although business volume does not show this drop off owing to the increased prices.

Lisle and Silk Hose Will be Good

The coming Spring and Summer will undoubtedly be another record year for lisle and silk hose. Men's wear dealers the province over report marvellous increases in the sales of these lines during the past Summer, many Toronto retailers claiming that while the average in past years was 50 per cent. cashmere and 50 per cent. cotton and lisle, last Summer's sales showed only about 10 per cent. to 15 per cent. cashmere, and the balance lisle and silk. While the principal reason for this evolution was possibly the high prices asked for fine cashmere lines, yet the average man, having experienced the coolness and neatness of lisle or silk lisle socks, is going to continue to wear them whenever the weather permits.

Large Hosiery Mill Announces Prices

One of the largest hosiery mills in Canada recently announced their Spring prices. These show enormous increases, in some cases running close to 100 per cent; but it is claimed that even these prices are not based on 27c cotton, and that further increases are in order as soon as contract yarns are sold up. This mill, which created a mild sensation in the trade a couple of months ago by cancelling all back orders, is adopting the principle of selling only within their assured output, and jobbers are consequently being in most cases allotted only a portion of the business they desire to place.

The same condition applies to the larger underwear mills. Prices are very firm, and the retailers who balked at the high prices asked when Spring samples were first shown will, it is feared, pay still more if they delay after the first of the year in placing orders for their known wants. In addition, there is the risk of being without stock when the season opens.

It is, however, in the opinion of practically all branches of the trade, no time to speculate, and the wise dealer will cover his known requirements so that no loss of business will arise from being out of stock when the demand comes, but he will be equally careful not to overload himself with stock bought at top figures, when even the wisest cannot tell what a year's time may bring forth.

NEW "SEMI-READY" STORE

David J. Will Opens For Business in Men's Furnishing Line in Kingston, Ontario

IT is announced in the Kingston local press that Semi-Ready, Ltd., Montreal, are to have representation in that city for the first time, David J. Will having opened a men's furnishing and Semi-ready store on Princess Street. With Mr. Will is associated Ed. Somerville, and both have a wide experience of the men's wear trade in Canada. Mr. Will has selected Kingston, Ontario, as his location in this line of business, after visiting many other centres in the Dominion. He was open for business on October 15, and a campaign of advertising in the local papers featured Semi-ready clothing, the store being styled "The Semi-Ready Store" as in the case of other establishments specializing in this line throughout Canada.

R. S. HENDERSON PASSES

REGINALD SHERIN HENDERSON, general manager of The Tower Canadian Oil Clothing Company, Toronto, passed away suddenly in Boston where he had gone to receive treatment from a leading specialist. He was only 35 years of age. The sympathy of many men's wear dealers will go out to the father Mr. S. Henderson, and to Mr. Jack Henderson, a brother. While devoted to business the late Mr. Henderson found time for other activities, being especially interested in the Parkdale Canoe Club. He was a member of the Toronto Board of Trade.

CLOTHING AND HABERDASHERY ROBBERY

SHATTERED plate glass windows, large sized stones and missing clothing and haberdashery are clues the Toronto police recently had in connection with the theft of a suit of clothes from Glass Bros.' tailoring establishment, 229 Spadina Avenue, and of some shirts and collars from Cooper & Co.'s store at 69 King St. E. The thief, evidently hard up for some new clothing and haberdashery, shattered the window with a stone and then stole the articles.

THE PALM BEACH SUIT

By Edgar A. Guest, the noted humorist of the Detroit *Free Press*

I have a Palm Beach suit of tan,
I bought it from a clothing man
Who sells such things to gentlemen.
This nobby garment cost me "ten."
I stepped into his stylish store,
A heavy suit of blue I wore,
But when the place I quitted, I
Was rigged up like a wealthy guy.
My chest was out, my head erect,
So curious was this suit's effect,
My step seemed lighter than before
I went into that clothing store,
And life itself seemed more worth while
In that ten dollars' worth of style.

The very breezes of the street
The filtering of that garb made sweet;
It seemed to me no touch of care
My back had ever had to bear.
In that glad suit which cost me ten
I ceased to envy wealthier men
And walked along the busy street
As one whose rapture was complete.
The custom tailors that had shaped
The robe in which my form was draped
Had given it every touch of style
That nobby people count worth while.
And oft I wondered, strolling then;
*How they could do so much for "ten."**

Across the sun a gray cloud passed,
And I stood trembling and aghast!
The summer sun had ceased to shine,
And something real of woe was mine.
The pinch-back coat, so snugly made,
Through which a stripe of white was laid,
Now seemed a thing of fright and pain
That shouted "Duck! it's going to rain!
If ever I get wet, all men
Will know I set you back but 'ten.'"
Slave to the weather now I am,
And all my vaunted style is sham,
Doomed in my Palm Beach suit to be
Afraid it's going to rain on me.

*No wonder Mr. Guest wondered. They can't do it for ten any more.—Ed., M.W.R.

CONSERVATION AND ITS EFFECT ON STYLES

Our New York Correspondent Fears Individuality May be Lost — Yes, Even While Admitting That Some Will Wear Spats—The Cane Coming Strong in New York—This Will be Military in Style, of Course.

WERE one endowed with foresight to picture nineteen eighteen model clothes from the nineteens seventeen chatter of the clothing manufacturers, it would appear that a good deal of the picturesque will depart from the masculine world. Everybody is getting so patriotic it appears and it urged that when we put a belt around our expansive middle, or add a perfectly unnecessary cuff to our trousers or sleeves, we are keeping some unfortunate Johnny across the water standing round shivering in his underwear. Of course it would take quite a lot of belts and cuffs to go any appreciable distance toward the more satisfactory adornment of this doleful chap; and it's mighty hard to get the idea that you are achieving anything useful, in giving up that belt especially. We always had a hunch anyway that we looked at our best in such a garb, and perhaps there is a touch of personal pique in our idea that we're all going to look so much alike that our wives are going to have draw lots for us if we ever stray away from the family flat in company with others of our kind. But perhaps the picture is too doleful. Probably, the cheerful ruffler of the time of Queen Bess felt just that gloomy way about it, when the National Retail Clothiers' Association of that time got out with its mallet after the slashed doublet.

INGENUITY STILL EXISTS

Well, even suppose we are dispossessed of these unnecessary masculine vanities, one can surely count on some ingenious chap to find some loophole through which he may crawl, bearing his little cherished idea whereby even humble I may be somewhat different from the few odd millions of my fellow men.

In fact, even before those self-denying chappies who hand out the styles for the coming season have quite finished denying us our belts and cuffs, these boys, whose bump of ingenuity starts at the chin and works therefrom in a circle, have managed to wriggle through and provide us with a few little kinks, which no one up to the moment has had time to consider an infringement of the liberties of anyone else.

Let us therefore adopt a cheery tone, and make the most of these little foibles.

HATS MORE CONSERVATIVE

To begin at the top, consider the hat. As a sop to the busy folks, who think that anything novel is as unpatriotically inclined toward our side as siding with W. Hohenzollern, the hatter folk have decided to describe the hat creations as fashioned on more conservative lines. With a little higher crown and a little more roll to the brim, they actually look a little more like—well like hats. Soft hats and Derbies alike are a mite more skimpy as to brim. In speaking of soft hats it might be well to note that the sombrero effects have suffered a temporary eclipse, and in their place also has come a more moderate style, indeed the brims are narrower than they have been for many a day, and it has to be admitted, too, that the soft hat has all the best of the argument with any other form of hat you care to introduce. While we're laying emphasis on what is new, let us introduce this little stranger. It is a soft felt, but made in an ermine mixture, which means that it has little white hairs sticking out all over it. If there had been only one or two, there might be the suspicion that the cat has slept on it, but their multitude is a sufficient disproof, no cat could have so generously dispossessed itself of hairs without catching cold.

UTILITY THE THING IN BOOTS—YET WE HAVE SPATS

With startling suddenness we drop from hats to boots, to note that here also there is a tendency to reflect in some far away manner the spirit of the time—that is to say they will be a bit more substantial, just a trifle less emphasis on the decorative idea, and just a trifle more emphasis is on that of utility. In the same breath with which we point out this Spartan trend in boots, we have to point out that spats are to be quite the thing, and we misdoubt that spats would have been considered the thing by Spartan mothers, who seem to have been regular out and outers when it came to urging the gentlemen of the family to get into the melee.

We'd better let these Spartan friends remain in the background for the moment, while we look over these other matters. The spat is to be quite an important item this year it appears. It will be worn with the sacque suit, and of course will tone in with the other details of the costume.

It's a curious fact that nobody as yet has cast a dour eye on the swallowtail ends of the evening suit: yet even one of the most versatile of legal chappies would be hard put to it to make a case for them.

(Continued on page 53.)

In Russia Through the Revolution

By JAS. A. HOSSACK,

Sales Manager, Lufkin Rule Co. of Canada, Ltd., Windsor, Ont.

EDITOR'S NOTE:—The following is the second instalment of the article entitled, "In Russia Through the Revolution." This article deals with business conditions in Russia, and should prove of interest to all Canadian business men. The first instalment of the article appeared in last issue of of MEN'S WEAR REVIEW.

PART III.

GETTING out of Russia is a harder task than getting in. Although authority is about non-existent in every internal matter, it is very much in evidence when a traveler takes it into his head that he wants to start for home. He can make up his mind to a long and arduous tilt with the authorities. Getting out of Russia is very much like an obstacle race.

Of course, this is necessary. When a country has suffered as much as Russia from the work of spies, it behooves the Government to exercise the maximum of caution. I question very much if a spy could get out of the country as things are to-day.

In the first place it took me ten days to get my passport vised, approved, signed, countersigned and finally and definitely passed upon. It had to be scrutinized, studied, signed and rubber-stamped by many officials in many different quarters. I was passed from one to another, put off continually till "to-morrow," and cross-examined. Finally, everything was positively and officially complete and I was ready to leave Russia.

All that remained was to get my railway ticket. This may sound simple enough, but I knew full well that I was "up against" perhaps the hardest part of all. The railroads in Russia are in a condition of almost unbelievable congestion In the first place there were at this time, about two million foot-loose soldiers in the country. Some were coming back from the trenches, some were returning to the colors, others were just moving around. These soldiers simply took possession of the trains. The platforms might be crowded with passengers who had secured tickets after endless trouble and at very great expense; but at the last moment a mob of soldiers would come down and crowd into the train. The civilians would have to wait for the next train. As far as I could make out, the soldiers did not pay fares.

I had intended to visit Moscow and other prominent interior cities, but I had finally abandoned the idea for obvious reasons. It was probable that I would never have been able to get to Moscow. It is certain that once there, I would not have been able to get back.

Two Days in Line

It was supposed to be comparatively easy to get out of Russia by way of the Baltic line through Finland to the border of Sweden. There was not as much military movement in that direction. I found, however, a line at the ticket office so long that it stretched practically out of sight.

There was only one thing to do, and that was to pay somebody to stand in line for me. I located an honest looking fellow for the task and offered him a small fortune to do this. He stood in line exactly two days and nights before reaching the wicket. Probably he hired friends in turn to "spell" him at this weary work. Needless to state when my man was getting near to the wicket, I kept close at hand and watched him. There were always plenty of people ready to pay any sum for a ticket, and my man might not prove impervious to temptation. When he came back from the wicket, ticket in hand, I was right there to get it. I had to pay him 250 roubles for that little job—about eighty dollars in real money.

The Lynx-Eyed Law

The trip up along the Baltic coast was punctuated with regular visits from the military authorities. Every stop pretty nearly meant the appearance of an officer and a demand for passports. On each occasion we were asked every imaginable question and our answers were carefully marked down. I discovered that everything I had said on all my previous visits to the authorities had been systematically relayed on. The officer who came on to check us up at Torneo knew everything that had been said at Petrograd and at every point along the line. Woebetide anyone who gave information that differed in any respect from what he had previously given. Back they would go to Petrograd to start it all over again.

Half Were Sent Back

Torneo was the last point on the Russian line. Sitting in the train we could look across a beautiful bay to the Swedish side and say to ourselves: "Once over there our troubles are over." I was not nervous at all for myself for my papers were straight and my conscience clear. I was anxious only to escape the insistent attentions of the Russian authorities: But some of my fellow passengers had real reason for anxiety. I could tell this by their furtiveness and the nervousness they showed when officials approached. They stared across that neck of bay with such longing in their eyes that you could not help feeling sorry for them.

Most of them had good reason for the nervous apprehension they so clearly showed. When the authorities came through the car, they ordered at least half of the passengers off. Apparently they were not going to be allowed to leave Russia.

Getting Into Sweden

Getting into Sweden is not an easy matter either. I was very closely questioned and subjected to a search that was thorough and minute. Finally I was passed and allowed on the train for Stockholm.

The railway service in Sweden is, I would say, one hundred per cent. perfect. The cars are big and easy running and comfortable. They are clean and attractive. There are women polishing and dusting all the time, and no dust or smoke gets in. The sleeping compartments are comfortable and commodious. You have your own running water and bath. Anything you want seemingly is forthcoming.

I found afterwards that the perfection of this railroad was typical of everything in Sweden or for that matter, in all the Scandinavian countries. They have a very high order of civilization in those countries, much higher in many respects than our own. The Scandinavian people have all the thoroughness of the German without his other qualities which militate against his efficiency. They are not arrogant or bumptious to excel as the German is. Consequently they have brought all their national arrangements and their public services to a high degree of perfection. There is much that we can learn from Scandinavia.

The Hunger Pinch

Sweden is feeling the pinch of hunger a little as the result of the war. They issue bread tickets and each individual is allowed a certain amount each day. One of the coupons is taken from you after each meal. If you have no coupons, you get no bread. The system is followed with typical Swedish thoroughness. I was able to get a little ahead of the system, as I still had part of a loaf left that the wife of our Russian agent had made for me. I treasured that loaf until the last crumb of it was gone. As a result of this private store, I did not use all my bread checks and so was able to bring some of them back with me.

It is rather astonishing to see how complete the communications still are between Sweden and Germany. Steamers leave Stockholm every day. Germans

(Continued on page 62)

MILITARY SHIRTS NOT MOVING YET

Conscription Has Not Yet Caused Revival in the Demand—Pyjamas Selling Well—The Wing Collar, is it Gaining Friends?—Prices Still Tend Upward.

WHAT will conscription mean with regard to the shirt end of the men's wear business?

This it does seem to mean—an apportunity for those dealers who were left with goodly stocks of officers' shirts on hand, when the bottom fell out of recruiting, to clean up their stock. Reports as to how much of this rather dead stock is on hand vary. One man, who wanted to buy in this line and others such as puttees to resell to the soldiers across the line, advised MEN'S WEAR REVIEW a little time ago that after canvassing the trade he was able to get little of this. Other information to hand causes MEN'S WEAR REVIEW to doubt if the situation is quite what this man's report would indicate—whether military shirts really are so scarce on the dealers' shelves.

Doubtful About Demand

Certainly Canadian shirt manufacturers have good stocks of khaki shirts—or of the materials from which these can be made. So far there has not been a large call for this line, and manufacturers seem a little doubtful if such a demand will develop—at least if it will be anything like the demand of voluntary enlistment days.

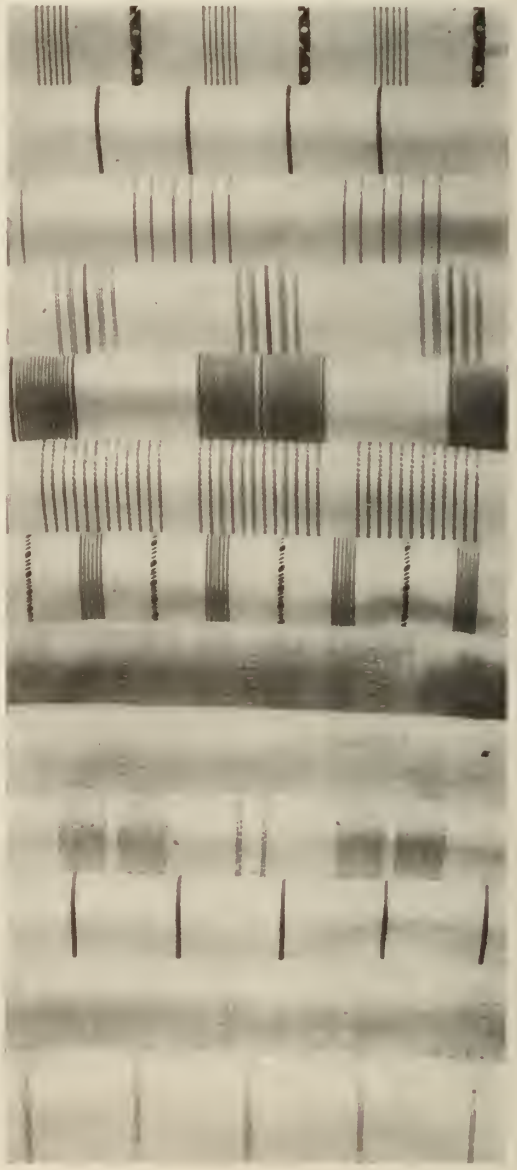
Need Front Door Neighbor's Aid

There is this highly cheerful side to the manufacturer's situation, however. Khaki cloths in both cotton and wool are much higher in price to-day than a year ago, and in a number of lines quite double what they were at the opening of the war. If, therefore, the manufacturer finds no need of keeping these cloths to satisfy the needs of his trade he will be able to sell the cloth at a profit to Uncle Sam—or perhaps make up the shirts for Uncle Sam. Old Uncle Sam is a heavy buyer these days, and is taking a lot from his front door neighbor

Prices Likely Steady

Here is a prediction regarding khaki shirts which will interest many who look for a revival of business in this line. It is made by a manufacturer: "Regarding prices on khaki shirts, from our viewpoint the prices would not be as greatly advanced as in the other lines, as most of the manufacturers have been carrying more or less stock of these goods bought previous to the big advance in the prices of cotton. As for ourselves, prices on khaki lines would be the same as they were a year ago and we would be glad to dispose of all we have at the old prices."

Speaking of prices is not the most pleasant subject nowadays, yet there is always something which needs saying on the point. This month, as for so many



Some Spring pyjama cloths being shown by the Williams, Greene & Rome Company. They are, in order from the top, madras, cashmere, cashmere, cashmere, taffeta (broad stripe of union taffeta and narrow stripe of cotton taffeta) plain pongee, pongee, pongee, pongee, cashmere, taffeta, fancy pongee, madras.

months past, the needful word is: "Expect still higher prices."

But another manufacturer has this to say:

"With regard to khaki shirts we have already experienced an increased demand or rather revival in same and the coming into force of the Military Service Act, undoubtedly should increase this demand.

"We are stocking up a regular khaki flannel in strong and untearable cloths for the privates and finer flannels, repps and plain mercerized cloths for the commission men.

"With regard to prices for same, they will undoubtedly be high. We cannot give you any definite information as to what these figures will be, except to say that shirts will be sold to retail at from $2 to $6 a piece."

Says one manufacturer, with regard to this point:

"There have been two New York salesmen in with shirtings for fall, 1918, with prices considerably advanced over spring prices. One of these salesman predicted 35c cotton within six weeks. As you will have noticed during the past week cotton on the Cotton Exchange has been sold as high as 28c which is a new high level."

This business of predicting the price of cotton is a mean job. MEN'S WEAR REVIEW refuses to be drawn in on that; but there is this to say: The crop isn't to be as large as was hoped—not by a good deal. Then the demand will be huge—huge by reason of Uncle Sam's war needs—by reason of the needs of the other belligerent countries. The saving by reason of the absolute cutting off of cotton supplies going to the enemy will hardly offset the increased demand within the United States.

Referring to the cotton crop brings to mind the weevil—an insect which has done cotton almost incalculable harm in the past. Science has defeated the weevil. That insect did harm principally because it came along just when the cotton plant was flowering. Science, therefore, decreed that it would be a good plan to make the cotton plant flower at a slightly different season, thus missing the visit of the weevil. The end was achieved by a change in the time of planting. Perhaps in time the weevil will get even by altering his calling hour, but at the moment the cause of science triumphs and this pest is rendered at least much less dangerous.

Pyjamas and night robes are in good demand. Dealers evidently still need supplies for fall and are taking in some lines for immediate reselling. A pyjama for all the year wear now being shown is made of medium weight cotton cashmere.

For spring fancy pongees—so popular in the States—are being quite widely shown. Taffetas also are going finely, and cashmeres, especially in the finest grades, are in demand.

Some talk has been going around—MEN'S WEAR REVIEW believes it may have started as the result of a discussion on the bat-wing tie, when the point was made that this went very well with the wing collar—as to the probability of a return to favor of the wing collar.

The fact is that the wing collar doesn't seem to have a chance for leadership, though it will doubtless always be on sale, and always entirely good form.

Said one maker, when discussing this collar:

"It is our experience that it is getting less consideration from season to season, and that any little flurry it may have, in the way of increase of demand in any season, will not be of moment or lasting. The wing collar is really not comfortable, and in addition some wing collars, according to the size of the points, cut or chafe coat lapels. We would be very glad indeed to see a larger portion of wing collars worn, as the cost to produce is considerably less in these days of costly materials. There was a time when the making of collars was the greatest expense in connection with them, but, at the present time, on account of the high cost of cambric and interlining of which the collar is made, the material is a very important item."

This seems to be a correct summing up of the situation. But again we pause a moment to consider the soft collar. It assuredly is gaining friends steadily. It will not, in all probability, take the place of the stiff collar, but it seems sure to have more and more a heavy all the year sale.

CONSERVATION AND ITS EFFECT ON STYLES

(Continued from page 50)

However, we had best remain as mute as a deceased robin on this subject, lest some of these energetic conservators should get wind of the idea.

Continuing on this interesting subject of evening clothes for a moment, there is a noticeable tendency toward the angle and straight line instead of the curve. This is supposed to suggest the idea of masculine strength, an idea that judging from past fashions seems to have rather fallen into the background. The shoulders are as a rule cut square, with a considerable degree of breadth, or at least as much breadth as the gentleman inhabiting the suit can provide upholstery for, for the padded shoulder is still taboo. Lapels, the front line, and all other lines are cut with a severe straightness that we must admit rather appeals to us. Even the buttons get the military idea, and follow one another in a straight line, instead of following the cut of the coat front as has been the custom in the past. These are but one indication of how deeply seriously we are taking things. Even the opera coat has a military air. Straight lines and a belted back give it that little touch of severity, rather marred unfortunately by the flowing sleeves. The swallowtail is being made mostly in unfinished worsted, and the lapels are finished in dull grosgrain silk. There is not much change in the waistcoat. The V cut or semi-oval are the preference this season, with the odds just showing a slight tendency to favor the former. Buttons are three in number, and show a tendency to cluster together. As for materials, the garish patterns of days gone by have passed with those same days. The descriminating boys, who must be just a little different, can have the collar a different weave from the body. Probably no one will notice it but it will be a little ray of gladness to one human soul anyway.

As for shirts the good old comfortable days of the soft shirt are gone. It must now be a starched bosom of linen or pique, anything else is unthinkable. With the dinner coat, a little more latitude is permissible, and the pleated bosom is allowed, always provided that the pleats are wide enough. The day of the mushroom shirt, the pleasant thing with the small pleat and cosy warmth and softness of a chest protector, are as dead as Job's turkey.

In the evening collar line there is no change. Same old correct styles are still correct. In the informal collar there is a general tendency toward easier styles, with perhaps a turn toward lowness. The widely cut curved front is very much the thing, as is also a straight front collar with a decided tendency toward lowness at the front.

But let us return again for a moment to shirts, long enough to say that our best dressers, who have not much else to do but be that very thing, and consequently ought to be pretty well up in the matter, are turning to more modest color combinations. The colored shirt with the white collar and cuffs attached, is becoming quite the go. Small patterns too have the edge on the shirts of more pronounced design. There is no limit to the color combinations, and it is possible to indulge any little pardonable personal preference, always provided that one has carefully pondered and learned by heart the sage words inscribed above regarding excessive buoyancy of design.

In ties there is to be, some believe, a return of the silk knotted tie to popular favor. Folded squares of silk are also the thing.

Canes are coming back into favor. This is partially a result, no doubt, of the growing military feeling. One of the most popular canes is one such as is used by British officers, a straight cane with a leather covered knob, a leather loop to permit its being hung from the wrist. The good old fashioned rattan and jointed canes are also quite popular.

Here is a little new wrinkle in handkerchiefs—crepe de Chine. Think of that my friend. Doesn't it make you feel like a blushing bride? It happens, however, that there is nothing particularly bride-like about this handkerchief. It is checked in various colors, or black, and has a monogram at the corner. We can only presume that this is a corrective, lest the masculine looking chap we have been speaking of should get to look too like a Cave Man.

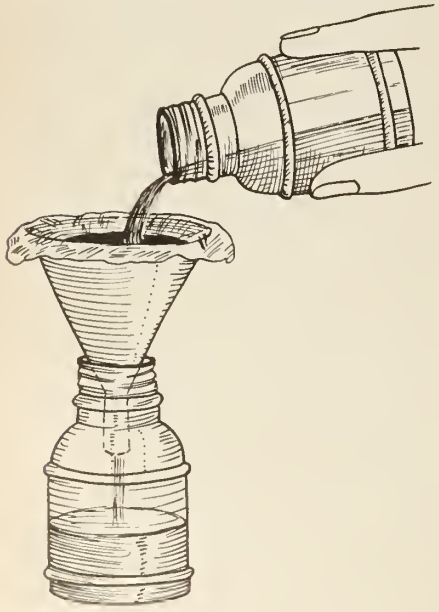
SOMETHING NEW FOR THE CARDWRITER

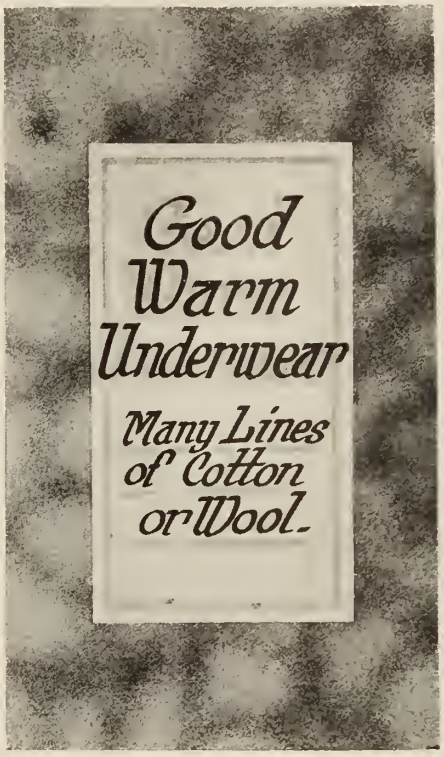
A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

WE now enter upon the second lesson in air brush work and before going further it might be well to state for the benefit of those who may have missed the previous article that the next few lessons are to be devoted exclusively to air brush work—that is to say the use of the air brush for work on show cards which cannot be accomplished by the ordinary sable-hair brush. Show-cards made in this way lend an air of distinction to a window display or counter decoration.

So many pleasing effects may be produced through the agency of the air brush that one can truthfully say its possibilities are unlimited. For the exquisite blending of various colors, for working out border designs with stencil patterns, for composing a background or for the making of floral and scenic designs it is unrivalled. So many and varied are the uses to which this wonderful little instrument may be put that in the hand of an expert it becomes a veritable magic wand through whose agency are evolved countless delightful creations and all sorts of wonderful transformations. Certainly no cardwriter can afford to be without one. Should you happen to be also a window trimmer there is a double reason why you should own one. The window trimmer uses it for tinting backgrounds, flowers, foliage and groundwork. Scenic backgrounds can also be made with it and these are particularly attractive for spring or fall openings or special displays. But this is a digression, that branch of the work being a subject in itself and one which we may take up at some later date. For the present let us return to the apparatus itself.





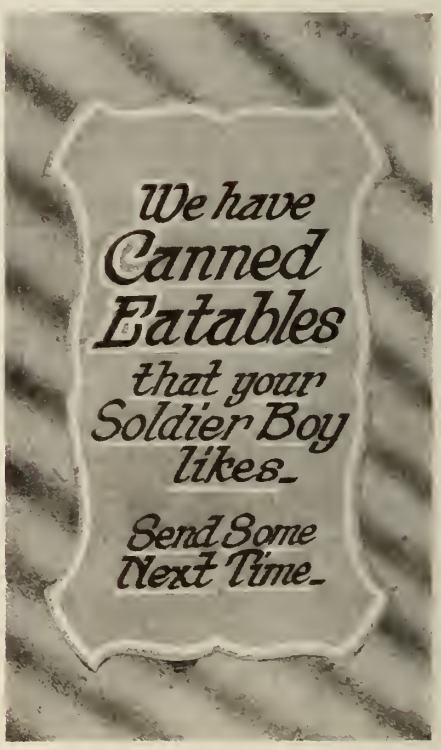
To get the best possible results from the air brush it must be kept scrupulously clean. You may remember that I laid stress on this point in our last lesson as this is an essential which we cannot afford to overlook. A dirty air brush will not throw a fine, even spray, and uneven work is the result. This is something to be avoided. The ink also must be kept free from foreign substances if you do not want it to corrode the fine passageways it has to traverse. A careful regard for these two points alone will save you from many failures and much unnecessary trouble. The best method for keeping the ink clean is represented in Fig. 1.

Here is shown a funnel placed in the neck of a clean bottle. Several thicknesses of cheese cloth are placed over the mouth of the funnel; pour the ink through the cheese cloth. This will remove any sediment which might otherwise prove troublesome.

We have already dwelt on the many uses of the air brush and of the various styles of show cards that can be made with it, from the quite simple to the most complicated examples. Last month we illustrated and explained minutely the ovaling of heavy faced letters. This is one of the simplest varieties of air brush lettering. In this lesson, therefore, we will take up another variety of simple air brush work, namely, background blending and clouded effects. This class of work makes very effective show cards and is very easily executed once you know how. Anyone can do it with a few instructions. Of course practice with the air brush is just as essential as practice with an ordinary brush, therefore it is best to spend a good deal of time in getting background effects before attempting to make a card.

As a start, therefore, get any old white cards you may have and practice.

First let us call your attention to the air brush work on the "Underwear" card. This is a clouded effect background, in the centre of which a white card is mounted on which is placed the lettering. For the sake of reproduction the lettering on this card was done with black ink on a white card but for a show window display many more pleasing effects can be produced. For instance a combination light blue and black would make a very striking card. Spray the blue sparingly in the light parts. That would give you a heavy clouded effect over a blue sky. Be very careful not to get any of your color on too heavy. You must use your own judgment in this respect but practice will help you most. Make your work dainty, not gaudy. There are many other color combinations for a clouded background card, for in-



stance a two tone brown effect can be worked up with excellent results. Black with a slight touch of violet in the lighter parts makes a good card. A two tone green also shows up well. As you go on with this work you will find many more color combinations that are pleasing to the eye.

The "Canned Eatables" card shows another style of background effect but this is quite as easily executed as that we have already explained. In case it is not already clear I should here explain that the centre panel on all these cards is mounted after the air brush work is completed. It is not necessary, therefore, to air brush the entire surface of the background card. The middle may be left bare but be sure you work sufficiently close to it to prevent any bare places from showing after the panel is put in place. The first card shows the air brush work put on in angular stripes. These can be made with the wide spray of the air brush and should not be made too dark. The blackground card is cream and the air brush work is done in brown of a sepia shade. This makes a pleasing contrast with the light grey panel, which is lettered in black and trimmed with white. This is only one of the many color schemes that may be worked out on this class of card. Another very effective combination is made with a white background, using the same diagonal stripes with a black spray and putting a second stripe of blue close to and on the under side of the black stripes. For these colors use a white centre panel. Pleasing fall tones, such as brown with a touch of yellow for the diagonal stripes and a cream colored panel would make a very suitable card for present displays.

The spotted background, as shown on the "Weather Stripping" card is a very simple one to make as you will soon find out when you come to try it. Many color effects can be used here, as in the case of the cards previously mentioned, to make this more attractive. The other cards demonstrate to what extent this idea of a fancy, air brush card may be developed. They were purchased from the manufacturer already air brushed and are exceptionally well done. Similar effects can be procured by using a very rough surfaced mat board. Hold the air brush so that the heavy spray will be thrown almost parallel with the surface of the card. This causes the ink to be thrown on the one side of the "miniature hills" and not on the other, thus giving it an embossed effect. To obtain an even prettier effect use a very light color from the top of the card down and a very heavy color from the bottom of the card up. This adds greater depth, in appearance, to the surface of the card.

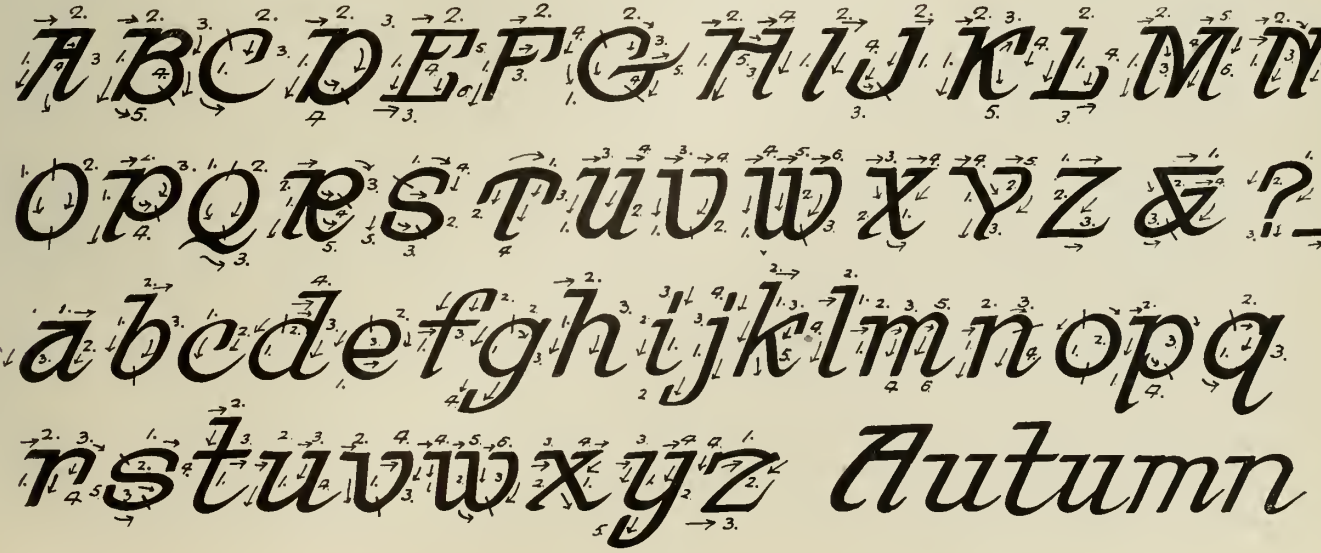
The Alphabet

The lettering lesson this month is a new style which should be quickly picked up and while it can be formed speedily is very effective. It is a very practical type and looks well when used on completed show cards as the illustrations prove. The entire alphabet is in italics,

being all on the slant, and in most cases is a square faced letter. One of its features is that it is of brush stroke formation which means that each stroke is made with one stroke of the brush, no second stroke being required to complete it. This method of stroke formation renders this a quickly made alphabet and therefore a good one to use in the busy times that are coming. Nevertheless all new alphabets require a good deal of practice so it would be advisable to practise each of these letters several times. Follow the strokes as they are numbered and make them in the direction in which the arrows point and you should experience no difficulty in mastering this type. Remember, practice is half the battle.

Window trimmers and cardwriters are

(Continued on page 58)



MARKET REPORTS

THE MARKETS AT A GLANCE

MARKET conditions in the men's wear trade have held firm during the month. There is a slight disposition to play safe by retailers, in view of conscription, until they know better how the latter is going to affect trade. In some lines manufacturers are confident there will be very little difference noticeable. Underwear and hosiery are in very strong market at present due to the big demand for socks by the French and United States Governments. Prices on sweaters and other knitted goods that will be announced by manufacturers in December are expected to carry a material advance over those of last December.

All cotton goods are in a strong position, due to the rapidly advancing market for raw cotton during the month. In this commodity an advance of approximately 7c per pound was recorded, or an increase of 33 1-3 per cent. As a result of this condition, overalls, cotton underwear, cotton hosiery and like commodities into which cotton enters have taken on a corresponding firmness.

Cloth is increasingly hard to get from Great Britain, owing to the demands of the Government in that country and to the scarcity of labor. Overcoatings are expected to be short, and prices for next year's goods will undoubtedly be higher. Certain classes of straw hats have again advanced. Waterproofs are in firm market with intimations made in some quarters that advances are likely. Manufacturers of gloves report booking for Spring, 1918, delivery to be good. The shoe market is one of strength, due to the release for export by the United States Government of quantities of leather purchased by British manufacturers.

UNDERWEAR HOLDS

Keen Demand for Underwear to Equip United States Forces Has Made a Very Active Market—Very Little Obtainable From Mills Now

UNDERWEAR.—There is a very firm situation in the market for underwear as the big demand to equip the forces of the United States has kept the mills busy in that country and has even given business to Canadian mills. Canadian mills in consequence are working to capacity, some of them having three shifts and running a full twenty-four-hour day. Representatives of manufacturers have been offering only in limited quantities to the domestic trade as their capacity is pretty well booked up. The prospect for future cotton underwear is not encouraging so far as prices are concerned. With a steadily upward trend to the raw cotton market, manufacturers can see nothing ahead but a continued upward trend in prices. Placing orders for Spring delivery, 1918, carried a big advance, but the raw cotton market was not anywhere near present figures. The fact that the British Government is now requiring that any cloth manufactured for the domestic trade must contain 40 per cent. cotton is throwing a heavier demand on that commodity. With a lower crop prospect than was at one time anticipated for raw cotton and the increased demand there is no intimation that any easier conditions can be looked for until some distant date.

Raw Cotton Climbing

On September 13 the price of spot middling uplands cotton in the New York market was 21.8c per pound. Starting from that point there was a steadily upward trend due to the lower estimate of yield by the United States Government report until on October 18 the price had reached 28.65c per pound. This is a clear gain of approximately 7c per pound. This represents a gain of $35 per bale of 500 pounds in the price of cotton. In other words the cost of cotton has increased about 33 1/3 per cent. during the month. There are those who are looking for even higher prices in view of the conditions and there is no telling to what heights prices may go. Concerns who were covered on their purchases of cotton goods when the cotton market was a little more favorable than at present will undoubtedly consider themselves lucky.

FRENCH TAKE SOCKS

French Government Recently in Canadian Market to Buy 300,000 Dozen Pairs of Socks But Canadian Mills Could Not Take All Business

HOSIERY.—Hosiery mills are no less busy than underwear mills. Within recent weeks the French Government has been seeking to place orders in Canada for some 300,000 dozen pairs of socks of a certain grade, running from $2.50 to $4 per dozen. It is understood that Canadian mills were unable to take any more than 100,000 dozens of these socks in addition to the orders for which they had already obligated themselves with the domestic trade. Specification was made that delivery should be made by November 1 and this naturally restricted the amount that Canadian mills could handle. Such an order as this had the effect of cleaning the spot market up pretty well on these grades. Any surplus stocks that wholesalers or others may have been carrying could find a ready market. Hosiery in consequence is scarce. Mills who are concerned more with the domestic trade and by whom prices were announced some weeks ago are now booked up to the limit of the

orders that they care to obligate themselves for. They are not accepting any more orders. In actual number of dozens the booking is reported not as heavy as last year. Gross amount of sales is also stated to be not quite as heavy as last year. The shadow of conscription has possibly had a tendency to make wholesalers go easier when ordering from the mills.

CLOTHING UNSETTLED

Retailers are Hedging and Show a Disposition to go Slow in Ordering in View of Conscription—Waiting to See How it Will Affect Trade

CLOTHING.—Wholesalers report that there is a tendency to an unsettled condition in the clothing trade just at present in view of the enforcement of conscription. The dealers in the larger towns and cities have been showing a disposition to go slow in their ordering. The opinion is expressed that this is but a temporary condition and that trade will settle down again to a calm assurance that the matter will work out all right. It is pointed out that over 400,000 men have already been taken from civilian life and have donned uniforms and that the taking of an additional 100,000 men, while it will make some difference, will not spell blue ruin. Some concerns who usually make their rounds with their Spring lines about September 1 have delayed calling on the trade until about the first of November. These concerns consider it well to let the first effects of conscription pass and to let the retailer's ideas settle a little more with respect to the amount of goods he will be able to handle. Sorting business in the clothing trade during the month of October has shown considerable improvement over the month of September. With colder weather retailers have found a demand developing for winter lines and they have accordingly been making inquiries and placing orders to cover this trade.

Cloth Harder To Get

There is increasing difficulty in getting stocks of cloth. There is less being offered by British concerns and any that is for sale from this time on must be on the basis of 40 per cent. cotton and 60 per cent. wool. The British Government has adopted this measure with the idea of conserving the supplies of wool for use in soldiers' clothing. The Canadian representative of some five or six cloth mills in England has advised his customers that owing to the difficulties connected with the labor situation and the increased demands by the Government they are unable to make further quotations for delivery to the Canadian trade in 1918. These mills are some of the largest in England and heretofore have been big factors in the local market. The situation in overcoatings is even more acute than in suitings as manufacturers anticipate there will be a real shortage in amount offered this year. Any lines that have so far been offered have been at almost prohibitive prices. One instance of a particular cloth was cited by a manufacturer which in ordinary times could be bought for 85c to 95c per yard. Quotations made within the past week or ten days showed the price for the same goods to be approximately $2.50 per yard. This was for a cloth 80 per cent. wool and 20 per cent. cotton. At such a price one manufacturer stated that for this class of goods it was prohibitive as they refused to tie up their money in such a quality. Offerings by manufacturers of overcoatings had not been made generally at the time of writing, so that manufacturers were not in a position to know just what the offerings would be. There is general expectation that offerings will be light and that prices will be high.

SHIRT ORDERS GOOD

Prices Are Firmly Maintained in Face of Advancing Cotton Market—Some New Styles of Collars on Market

SHIRTS, COLLARS. — Travelers for shirt manufacturers have been on the road for several weeks now and report that bookings have been quite satisfactory. There is an increasing tendency to take high-priced shirts and the bulk of the demand runs to the soft shirt with soft cuffs. A good sale of soft collars is also reported. A new style of collar was placed on the market by one of the large manufacturers during the month. Prices on shirt lines remained unchanged but in a steadily firm position due to the advancing condition in the raw cotton market. Higher prices in the raw commodity have been reached than at any time since the war began.

STRAWS HIGHER

Booking Business for Spring Shipment Has Not Been Up to Last Year—Conscription Is Having Retarding Effect

HATS AND CAPS.—An advance of approximately 6 per cent. has been made in a number of Sennitt boater straw hats. This higher price is in accordance with intimations made in these columns recently with respect to straws. In some instances, on the other hand, Panama hats show a decline of $1 per dozen, making the selling price for the lower grade hat of Canadian manufacture now $18 per dozen. Indications seem to point to a good Panama season. Cheap Canton straws have also been advanced approximately the same amount as the boaters. Difficulty in getting the Chinese braid owing to the shipping situation is the factor that has caused higher prices. There are good stocks of cheap Mexican straws in the market and these will possibly be used more than Canton straws during the coming year. In felt hats there has been no further change in price during the month. Wholesalers report they have just received the last of their shipments for Fall delivery. Deliveries of these hats has been late but the condition has been beyond the control of the distributors. Deliveries from the factories to the shipping companies in England are excellent and all that could be desired but after they are given into the care of the transportation companies delays have been occasioned. These hats come through in batches, presumably in convoys. Some shipments of hats for Spring delivery are now on the way, but no information has been received as to when they are likely to arrive.

Caps Moving Well

There has been a fair movement in caps during the month. Orders have been as big as in past seasons although the actual number of caps does not total quite as many. A strong run is reported in certain quarters on greens with one-piece crown. There is no relief in sight toward lower prices on either hats or caps and wholesalers anticipate the market will be one of steady firmness with a tendency to advancing prices.

MAY GO HIGHER

Wholesalers Anticipate That Considerably Higher Prices Will Prevail by the Turn of New Year—Two Leading English Producers No Longer Offering

WATERPROOFS.—Some shipments of waterproof coats from England are reported to have reached the local market during the month, and dealers looked with a great deal of satisfaction on these arrivals. There is a steadily narrowing source of supply in the English market as no less than two manufacturers announced to their Canadian customers during the month that they would be unable to offer any more goods for the time being to the Canadian trade. Difficulties in the way of labor and in getting raw materials is given as the cause. It would seem that present stocks of English goods must be made to answer for some time. Wholesalers have not advanced their prices in conformity with the higher prices of the manufacturers but state that an advance of approximately 20 per cent. is contemplated about the first of the year. With the dwindling source of supply wholesalers are contemplating the reduction of their selling staffs. One concern stated that whereas they have had nine travelers on the road in different parts of Canada they would soon have only three. They purpose revising their method of doing business by calling only on the larger accounts. With transportation anything but satisfactory, much time is often lost by travelers in waiting at small towns where sales are rather meagre at the best. Paramatta rubber coats are reported in good demand, with a growing popularity reported for the tweed waterproof. These latter are stated to be used in many instances as an overcoat and also as a rainproof coat. Business has been seasonably good during the month, although the bulk of the

orders for the Fall trade have already been shipped out.

NECKWEAR STEADY

Swiss Manufacturers of Neckwear Silk Hope to Make Arrangements Whereby They Can Secure Supplies of Italian Raws

NECKWEAR.—The situation in Swiss neckwear silk is still one of acuteness although some relief is anticipated as a result of negotiations which are now going on. A commission has been appointed by the Swiss Government to take up with the Italian Government the matter of securing supplies of raw silk in order to keep the mills of Switzerland running. Already some of the mills in Switzerland have been forced to close three days a week owing to their inability to get raw silk. Prices of Italian raw silk have been at a prohibitive figure and have made manufacture next to impossible at some of the fabulous prices asked by holders. The only hope that reasonably priced raw silk may prevail seems to lie in Government regulation of prices. There is some hope that this may be accomplished. Shipments of silk are arriving slowly. It now takes approximately three months for shipments to come forward from Switzerland. In spite of the difficulties being encountered in the manufacture prices have not advanced to the Canadian trade during the month. With the restriction of the Swiss source of supply the Canadian trade has been looking more to the American silk market for supplies.

Booking business for the Christmas trade is reported fair to good. Some concerns are very busy with their orders, the trade being equally as good as last year. There has been no indication of alteration in price of the staple lines.

BOOKING GOOD

Manufacturers Having No Difficulty in Getting Orders for Any Goods They May Have—Difficulty Continues in Getting Hides

GLOVES.—Manufacturers of fine leather gloves and working gloves report the booking for Spring delivery has been very satisfactory. Canadian manufacturers who tan their own leathers state that some classes of hides are very hard to get, the African source of supply for goat skins being practically shut off at present. A considerable number of hides are coming forward from South America. India hides are also unobtainable for the reason that shipping space is not available. Prices of gloves remained unchanged since last report. A recent development in the Canadian glove trade has been the establishment at London, Ont., of a factory for the manufacture of men's chamoisette and silk gloves. Equipment has recently been put in operation there for the manufacture of chamoisette cloth. This cloth is manufactured from a high-grade cotton thread which is processed to give it the chamois effect. Orders will soon be taken for these gloves from the manufacturers to the jobbing trade. The manufacturers of gloves do not anticipate that fine leather gloves will ever reach the low levels at which they formerly sold.

LEATHER FIRMER

Release of Leather by United States Government to British Manufacturers Has Had Effect of Stimulating Demand for Hides

SHOES, LEATHER.—With the raising of the embargo on shipments of leather from the United States into Great Britain considerable supplies have been released on account of contracts that had been previously placed. This release of leather drained the American market of stocks to a considerable extent and sent tanners into the market to secure more hides. As a result the price of hides and leather have been in firmer tone during recent days. Prices on shoes in the Canadian market have been holding steady during the month. Booking business for Spring, 1918, delivery is reported equal to last so far, although it takes more work on the part of travelers to get it. There is just a tendency to be conservative in buying and it requires more persuasive powers and better salesmanship in order to get the retailers to take their accustomed orders. Sorting business has been reported light for the most part. Favorable weather during the month of September and early part of October kept the people getting along on their old shoes and sales with retailers were consequently not as heavy as they would have been had the weather been sloppy and wet.

Rubbers Hard To Get

Distributors of rubbers in a wholesale way report that it is extremely difficult to get supplies at present. Labor difficulties with the manufacturers are holding up production so that it is next to impossible to get sufficient supplies and trade is almost at a standstill as a result. Wholesalers hope this condition will work out to a satisfactory conclusion in the near future.

OVERALLS WENT UP

Higher Prices Announced by Manufacturers Last Month Have Been Put Into Effect—Raw Materials Make Further Advances

OVERALLS.—With higher prices in cotton fabrics than ever before, at least since war conditions prevailed, there has been greater firmness in the market for overalls. The advance announced in one quarter last month as scheduled to take place on October has been put into effect and prices are now from $22 to $22.50 per dozen. Where the higher quotation was made an advance was put into effect of $2 per dozen by the concern in question. A line of grey overalls that formerly sold for $17.50 has been advanced to $19.50. Another concern that had been quoting at $17.50 and $19 per dozen last month has advanced the price on the lower-priced line to $18.50 and state that they are taking no further orders at that price as the capacity of his plant is sold up as far as they care to obligate themselves into the future. The higher-priced line has been advanced to $22. Owing to the decidedly higher trend to the raw cotton market during the month the price of some of the standard materials has been advanced ½c per yard, which means an additional manufacturing cost of approximately 50c per dozen. One line of khaki overalls that formerly sold for $17 has been advanced to $17.50. Booking business on this line for future delivery has been fairly good. Sorting orders on overalls during the month have been reported good. There has been a disposition in certain quarters to cancel orders and manufacturers point out that this is a condition of which the retailer needs to recognize the seriousness. He orders freely and the manufacturer buys stock to protect these orders. If the whim of the retailer later leads him to cancel his order it leaves the manufacturer with the stock on his hands. Manufacturers point out that retailers should realize more generally what such a step as ordering goods entails.

SOMETHING NEW FOR THE CARD-WRITER

(Continued from page 55)

all to a greater or lesser degree afflicted with the same failing—the failing that keeps half the world from success—and that is procrastination. As often as the busy seasons come round just as often do they put off the majority of the work until the last minute which means one big rush and no time to do the work as thoroughly as it should be done. This refers particularly to the Christmas season which is fast approaching and for which we can do much by preparing our cards with Christmas decorations now and having them all ready to letter when the time comes. This means that we have got over the most tedious part of the work. Gather up your Christmas clippings, therefore, which you have been saving from other years and get your brains working on something new for the coming season. It may seem foolish to be working at Christmas cards before the snow is on the ground but it would be far more foolish to put it off and allow much important work to go half done, or possibly never to get done at all.

Our next lesson will be the big Christmas lesson in which you will be given many ideas for working up Christmas cards both with and without the air brush.

A. S. Karam, men's furnishings, Ottawa, Ont., has been succeeded by Jos. Hanna.

HATS and CAPS

TEMPORARY SLOWING-UP OF HAT TRADE

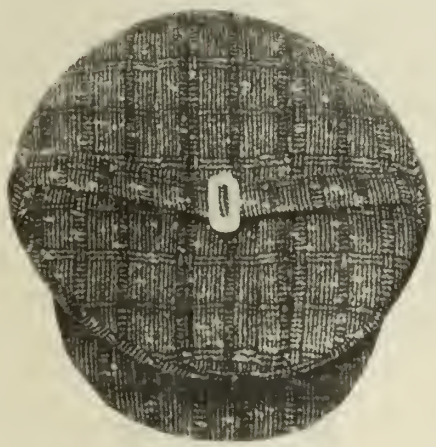
Attitude of Extreme Caution Evident in Hat and Cap Trade Until Effect of Conscription is More Definite—Canadian Manufacturers Control Straw and Panama Market.

THE predicted slowing up of the hat and cap branch of the men's wear trade during the first few weeks in which the long awaited conscription act is in operation, is now with us, according to local jobbers. There has been a marked tendency on the part of retailers to delay placing order with the wholesalers until the effect of the Military Service Act is a little more clearly defined. Jobbers are of the opinion that when the men who will compose the new armies are actually selected, the effect of the act will be minimized. Representatives of one firm just returned from Western Ontario report that retailers are reluctant to buy, and are painting a rather too pessimistic color of the outlook for the future. Others realize that when the men who are to actually comprise the new armies have been medically examined and signed on for service, there will still be many left to balance the trade. In the meantime, however, few know whether they are to be called and many are postponing the purchase of hats, caps and other men's wear lines. One jobber reports that the slow period might be expected to continue from now until after the New Year, during which time the trade may be affected slightly more than it has been in the past.

English Sennit Straw Samples Here

English samples of sennit straws in boater shapes for next summer's trade have arrived after long delay in transit, and look exceedingly well, both from the standpoint of quality and price. Local jobbers know something of the difficulty experienced by English manufacturers in securing raw materials and are much surprised at the good quality of the samples. There is practically no change in the boater shape and they are priced at the remarkably low figure of from $9 per dozen up. No American samples have come to hand locally, and jobbers state that there will be little done with American straws in Canada next year owing to the high prices being asked as compared with English goods. The English situation is not any too settled itself, as indicated by the fact that there has been one advance in price since the samples arrived in Canada.

It appears that English manufacturers are anxious to develop as much trade in Canada as possible in regard to the hat and cap industry. This would be but a logical step in helping Britain to adjust her adverse trade balance in this country, and might be construed as the reason for the recent increased activities of English manufacturers in this country. This matter might even develop to the point where English manufacturers would prefer to cater to the Canadian trade than to the home trade. This may possibly result in facilitating the receipt of English shipments of hats in this country.



A new cap feature of the "Trench" style. Shown by The Cooper Cap Company

Canadian Panamas Will Dominate Market

Jobbers state that Canadian manufacturers of Panama hats have cut away the ground from under the American trade that existed in this country and there are few samples of the latter in the jobbing houses. Canadian manufacturers have a Panama hat at $18 per dozen, while practically the cheapest American hat sells at $21 per dozen to the trade. With cheaper priced Panamas in demand it is evident that American hats will find smaller sales. This also applies to American boaters, as stated before, and the high prices on this line are said to be the result of the cold summer this year.

Some fine quality English Panama samples are on hand, though it is doubtful if much will be done with them next summer. Jobbers declare that the market for Panama hats will be affected for a while by the large number of cheap Toyo (Japanese) hats being sold. These hats are made from wood-pulp and will not stand cleaning. As they are said to dirty very quickly, dealers do not expect their popularity will last long.

A few jobbers report good business for next year in boater hats, though in the majority of cases it is found that large stocks of boaters have been carried over by the retailers from last summer, when the sale was materially curtailed by cold weather.

Novelty Felts Featured

The silk finish felt in standard block continues to hold the market as the leading seller, though some novelty shapes have been introduced to advantage by some manufacturers.

A novelty felt which is said by jobbers to be well thought of in the city and to have taken well throughout the country is what is termed a "fore and aft." This hat, featured in New York recently, is rolled a little at the back and has a back and front pitch without being a snap brim. This hat in an ordinary finish in a slate shade is a most attractive creation.

Another novelty felt which is having a good sale in the United States, and has also taken well in some parts of Canada, is a hat, which from a short distance appears to be identical in shape and color with the regulation field hat of the American soldier commonly seen in Canada, and which also resembles the hat worn by the Canadian Boy Scouts, adapted to civilian use. This hat is finished in a shade between a khaki and a brown, and with eyelets prominently shown resembles closely the military hat. It is provided with the narrow band which adorns the hats being worn this Fall and is priced at from $24 per dozen up.

Jobbers do not expect the narrow hat band will remain popular very much longer, and predict the gradual return to a medium width band. The trade likes the narrow bands because they are less costly, but the tendency is more in favor of the medium width band.

(Continued on page 62)

NECKWEAR

SWISS SILKS GETTING SCARCER ALL THE TIME

Doubtful if the 1918 Receipts Will be Sufficient—Fortunately U.S. Silks Have Greatly Improved—A United States Opinion on Canadian Neckwear—An Innovation Described.

THE holidays are already in the air. Neckwear salesmen are out with some of their Christmas ranges, though new numbers will be added almost daily from now, perhaps until a fortnight before Christmas Day. Manufacturers, indeed, are rushing out samples as they receive the goods from which the cravats may be made.

Deliveries of silk have, of course, been far from satisfactory. Conditions considered, they have not been as bad, perhaps, as was expected, but it has indeed been a trying time for makers. Samples would come along, but the silk did not follow and a perfectly splendid holiday number has time and again been necessarily held over.

Swiss Silks Scarce in 1918

It begins to be evident that Swiss silks will be very much scarcer in 1918 than they have been in 1917; and if the truth must be told a good deal of silk which this year passed for Swiss first saw the light of day in Patterson, N.J. Deliveries from Switzerland are wretchedly slow. Labor difficulties there are very great, and seem to be increasingly so all the time.

The hope of manufacturers seems to be that silk long on order will be delivered. The wish of the English Government to have all possible goods exported, in order to keep the balance of trade in as healthy a state as possible, will help here. Swiss silk comes largely through England, and it seems reasonably sure that all which can be sent on will be dispatched. One point in its favor is that it takes very little shipping space.

Christmas Silk Not Yet Here

Deliveries are so far behind, in some cases, as to make the goods entirely unseasonable. One Canadian maker, for instance, is recently in receipt of swatches of Swiss silk intended for the coming holiday season. The silk itself, of course, will not come through in time to be sold—unless the unusual occurs. If the silk doesn't arrive until after the Christmas season the intention is to sell all suitable patterns for spring, 1918, and to keep the regular Christmas patterns for the 1918 holiday time. In these late deliveries, as has been indicated, lies a good part of the hope for adequate supplies of Swiss silk during the coming year.

The Cheering But

But—fortunately there is a good sized but—even if deliveries of silk from Switzerland are inadequate the situation will not be bad. Since the war broke out United States manufacturers have had a great opportunity to improve their product, and greatly they have arisen to the opportunity. Some of the United States mills, indeed, are hoping to be able after the war, to hold the Swiss silks, and the Italians off the Canadian and United States market to a very considerable extent—to hold these silks off by the merit of their own product. It is doubtful if this aim will be entirely achieved, but certain it does seem that from now on United States neckwear silk will be more widely sold in Canada; and will be held generally in higher regard. The product deserves this regard.

New Jacquered effect shown by Tooke Bros.

A Good Holiday Line

Speaking of United States silks brings to mind Susquehanna satins. Some of these are being shown the trade at present. Some have already found favor. It seems this line will be quite a favorite for the holiday season.

In neckwear, as almost everywhere else, the price curve is upward—ever upward. Indicative of this movement is the range shown by one large neckwear house. Where formerly an exceedingly large number of $4.25 swatches were carried by the travellers this firm is now showing only some four or five. On the other hand this, and other firms, are showing more and more of the really high priced ranges $8.50, $12.00, $13.50 up to $16.50 and well beyond. And the trade is buying these—for Canada—expensive ties. The qualifying phrase, "for Canada," is inserted because recently the writer was in a number of United States cities, and there saw ties selling retail at $3.50 which seemed little, if any, better than those being offered the Canadian trade at $13.50 and $16.50. It does seem that the United States retailer is able to get a much wider margin on at least his upper ranges of neckwear than does the Canadian dealer.

A Creaseless Cravat

By the way there is a new thing in the neckwear field being shown in the United States. It is, as far as MEN'S WEAR REVIEW could learn, being marketed only in the Western States so far—this because the Chicago manufacturer is so busy filling orders from the middle west that he hasn't invaded the east yet.

The novelty is a non-creasable tie.

What's the idea?

Nothing more nor less than a tie with a rubber lining. It can be crushed in

An
Oriental Pattern
in Our
$13.50 Range

ONE OF THE

New English Square End Shapes

These are proving winners

We have splendid ranges cut in this style for your holiday business. Prices ranging from $9.00 to $15.00—and all with the famous Mitchell Slide-Easy Feature.

Niagara Neckwear Co., Limited

NIAGARA FALLS, - - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

the hand and will spring back to its original creaseless condition. What are the lasting qualities of the cravat? What is to be said of the way it knots? On these points the writer can say nothing, not knowing anything either for or against the innovation.

They're selling a lot of regimental stripes over there—ties showing the colors of British regiments, strangely enough. But perhaps it isn't so strange either for the old feeling of antagonism to things British—the Champ Clark spirit—has died out entirely. What is strange is that these regimental stripes are not more sought after here. Manufacturers think the trade doesn't want them; and the manufacturer is probably quite right; he has his ear to the ground.

Scotch plaids are also pretty big across the line, but not here to any noticeable extent. That's another interesting point.

The Self Satisfied Yankee—No

By the way here's a word for those who have been accustomed to think of the self satisfied Yankee. The writer, in talking with a number of United States neckwear men, found them loud in their praises of the ties being made

A holiday all-over pattern. Shown by the Niagara Neckwear Company.

over here. It wasn't the quality of silk used—that they admitted had always been good, but the quality of workmanship, the finish. Said one: "We used to be able to show your men a good deal along those lines. But not now! Really, the change is remarkable. Your manufacturers are in the very forefront now. The war seems to have done you good."

There's a nice little bouquet for makers—from makers. Moreover, after seeing much that was to be seen in the States the impression was borne in on the writer that the words were quite true. Some beautiful ties are being made over there. The designs are good—running all the way from the daring to the ultra Conservative—the workmanship is fine; but in none of these respects

A bright satin cravat which is proving a big seller. Shown by William Milne.

does the Canadian product seem to be forced into anything like a secondary place.

A few paragraphs back something was said on tendencies. One, which one or two manufacturers believe they discern, is a return to general favor of the polka dot for spring, 1918. Retailers seem to want this—seem to feel their customers will want such ties. Consequently they are to have some fine ranges shown them.

TEMPORARY SLOWING-UP OF HAT TRADE

(Continued from page 59)

A silk finished felt in tan shade with high rolled sides is another novelty hat which has found considerable favor in the Canadian trade. This hat, too, is provided with the narrow band of a darker tan shade and sells at $21 per dozen and up. Jobbers report that it has taken well, especially in the city.

Dealers state that it is hard to give quality in cheap grade hats, and some are inclined to make a hard and fast rule not to sell $21 stock alone. It is probable that in the future retailers will only find it possible to purchase cheap grade hats in proportion with purchases of higher priced stock.

A big run on caps is reported by some jobbers who have been cleaned out of available stocks. This may be accounted for to some extent by the rapidly changing weather and the introduction of some high class cap stocks. There appears to be a tendency on the part of retailers throughout the country to prefer buying caps at frequent periods, owing to the fact that pattern is so important a feature in the sale and the fact that many specialties are constantly being introduced in this line. The tendency seems to be to give over the placing of orders long periods ahead of their delivery, and to such an extent is this the case that one manufacturer is selling caps direct from a delivery automobile.

Trench caps are in good demand, finished in two distinct styles; one has the strap and buckle across the front of the cap and the other has it over the top of the cap. This stock is well finished in pure wool cap cloth and sells at from $9.50 per dozen to $18 per dozen.

A good trade is reported by some jobbers in children's wash hats, though few novelties are in evidence. New stocks are finished with soft crowns and slightly stiffened brims. Various light shades of material are combined in the washable hats and a novelty is the attachment of a little tassel through the eyelet holes on one side of the hat.

IN RUSSIA THROUGH THE REVOLUTION

(Continued from page 51)

come and go between the two countries freely. Swedish firms cable to Germany for goods and get them back by the next boat. Business relations between the two countries are close and uninterrupted in any way. This may be surprising to those who have believed the Central powers to be blockaded on all sides.

The Vigilance of the British

I sailed on a steamer that skirted the coast of Norway and plunged into the north Atlantic to keep clear of the mine fields and the U-boats. Before we sailed we were given the closest of scrutiny by the British officials. They are, if anything more thorough and exacting than the Russians, but even at that, a host of questionable characters get through to the United States from Germany. How they get their passports is a mystery for every paper has to be examined and vised by the British agents who are thorough, able and incorruptible.

In the meantime great anxiety had been felt at the headquarters of my company. They had not heard from me for months, and were beginning to fear that I had been swallowed up in seething, warring Russia. As a matter of fact, I had been cabling information regularly. From Stockholm I cabled some important information with reference to a contract and was very much nonplussed at the complete silence of head office. As a matter of fact, none of my cables ever reached them. How they were held up or why is a mystery on which we have been able to secure no light.

Not having heard from me, the president of our company made inquiries in New York. As a last resort, he visited all the shipping offices and finally located me. He was informed that I had sailed on a certain ship.

"It's rather a coincidence," said the clerk, "but that very ship is docking this minute just over there at the next dock. If you step over you'll find your man."

Three Seasonable Sweater Coat Specials

For Immediate Delivery

We are showing here in actual photographs three seasonable Men's Sweater Coats for immediate delivery, each priced at a figure that will show you a good margin of profit. We made up a little extra stock of these coats in our dull season at old-time yarn prices, and are now able to offer you a quick-selling assortment right from stock at a moment's notice, in the colors specified. This is the Sweater Coat season, chilly mornings and cool nights, and sales are made by having the coats in stock to supply the instant demand.

The coats illustrated are all standard staples and at the prices marked are exceptionally good values. We only have a limited quantity all told of these coats, and when these are sold, we could not guarantee delivery within at least two to three weeks, maybe a month, as we are now working on Spring orders.

B92.—SPECIAL—Men's extra heavy Jumbo Knit Sweaters, made from English worsted yarn, small percentage of cotton in the back, double rack-stitch, shawl collar, two pockets, ribbed cuffs. Colors, Grey, Slate, Seal, Khaki, Maroon, Navy. Size 36 to 42. $60.00 per doz.

320D.—Twenty - four ounce Mackinaw Cardigan Sweater Cloth, made with shawl collar, two pockets, in colors Black and Scarlet, Cardinal and Navy, Maroon and Grey. Sizes 36 to 42. $45.00 per doz.

322D.—Fancy Stitch Men's Heavy Sweater Coats, made with shawl collar, two pockets, double cuffs, great sport sweater, has good appearance and guaranteed to give satisfaction. Colors, Grey, Maroon, Seal. Size 36 to 42. $45.00 per doz.

Prices quoted are per dozen, neatly boxed, and are F.O.B. Toronto. Terms 2%, 10 days, Nett 30.

Our Salesmen are showing complete lines in Children's, Misses', Boys', Ladies' and Men's Sweater Coats, Gloves, Mitts, Overalls, Shirts, Pants and Moccasins. Wait for the Bob Long representative and inspect the *complete* lines.

R. G. LONG & CO., Limited

TORONTO BOB LONG BRAND REGISTERED CANADA

Known from Coast to Coast

If any advertisement interests you, tear it out now and place with letters to be answered.

Attractive Neckwear Display

IN the Spring the young man's fancy lightly turns toward thoughts of love—also, as a natural result, towards thoughts of some new ties. In the Fall, also, in spite of steps toward conscription, the young man's fancy exhibits the same tendency. The only difficulty the men's wear dealer is confronted with, indeed, is to say what man is young and what one not. Wm. Hay, of Queen St. and Brock Avenue, Toronto, for instance, finds good colorful ties appeal to both young and middle-aged. For this reason he plays the line up in his windows—plays neckwear up often, and plays it up strongly.

The illustration herewith gives only a value idea of the attractive window recently shown in this store. The color is missing—the fine Fall tints and the bright, cheering hues of the neckwear and the neckwear silk.

The method of blending together two windows, displaying entirely different lines, as exemplified here, is very good.

Gillette Safety Razor

Thousands of Gillettes are Going Overseas in Christmas Boxes

From hundreds of returned soldiers, as well as from thousands of letters from the front, Canadian wives and mothers, sisters, fathers and friends have learned how much the men overseas enjoy the Gillette Safety Razor.

By a big, Dominion-wide advertising campaign we are sending these people to Gillette dealers for razors and blades to go in soldiers' Christmas boxes.

By attractive display cards, including colored reproductions of the advertisements, we are providing you with the means of attracting this trade to your store.

This Gillette Christmas trade is clean, profitable, a blessing to the boys at the front, and well worth going after. A little thoughtful planning—a talk with your clerks—and a section of window and counter space devoted to the Gillette will surprise you with the returns it will bring in.

How is your stock of razors and blades? Better look it over and send us your order early for any Gillette lines of which you are short.

Gillette Safety Razor Co. of Canada, Limited

Office and Factory—Gillette Bldg., Montreal

If interested, tear out this page and keep with letters to be answered.

Any Merchant Tailor

who is having difficulty with the help question, will find it to his advantage to write for Prices for Making and Trimming to

The Campbell Mfg. Company, Limited
MONTREAL

Big Values in Pants for Spring, 1918

When next you need a stock of saleable pants—pants that are well cut and splendidly tailored—ask to see what we've got.

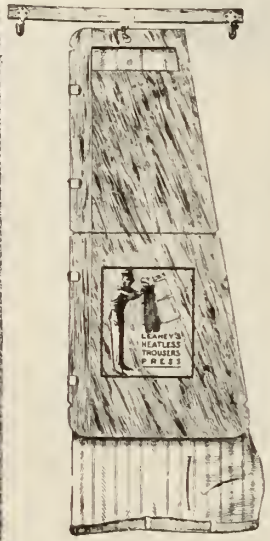
We are pants specialists and can offer you exceptionally attractive values. Correct fabrics and splendid designs.

$1.25 to $6.00

Before placing your order it will pay you to see our range.

National Pants Company
299 Notre Dame St. West
Montreal, Que.

Taylor-Made



Press Your Trousers
for less than a penny a month

by this automatic heatless method that removes baggy knees, smooths away wrinkles and gives a knife-like crease from belt to boot.

Leahey's HEATLESS Trouser Press for $1.00

A Presser, a Creaser, a Stretcher and a Hanger that keeps your trousers always protected from dirt and moths, all combined in one.

Get One For Your Own Use. Mail us your dollar. Your money will be refunded if you do not think this is the best dollar's worth you ever got.

The Taylor Mfg. Co.
Hamilton Ontario

If interested, tear out this page and keep with letters to be answered.

The snap and individuality of "K. & S." Overcoats will bring you bigger trade.

In our new assortment we have a good selection of desirable OVERCOATS and SUITS, in smart patterns, for immediate delivery.

Snappy models which will be appreciated and admired by the young man.

Conservative models for those desiring more subdued styles.

Spring, 1918, Placing

For those of you not having seen our *Well-Balanced Range* we again urge you to inspect it before definitely placing your order.

The models being shown are in every way up to the "K. & S." standard of Design, Fabric, Fit and Finish.

Kaplan, Samuelsohn & Co
Montreal

If interested, tear out this page and keep with letters to be answered.

Kitchen's "RAILROAD SIGNAL" OVERALLS AND SHIRTS

Give Your Customers

"The Right of Way to Comfort"

The recent fire in our Brantford plant, while doing considerable damage, has not, we are glad to say, prevented our making deliveries. We are, indeed, now making expansions, which will, by the first of the year, put us in better position than ever.

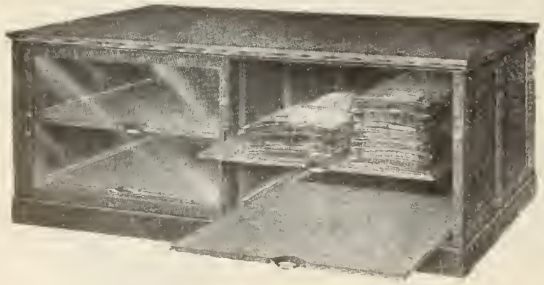
The Kitchen Overall & Shirt Company, Limited

Factory and Head Office: Brantford, Ont.
Branch Sales Office: 279 College St., Toronto

Make your Equipment Relieve your Clerks

Help is scarce—will be scarcer—yet you can insure quick service for your customers by installing a few of our convenient and beautiful fixtures. Two are here shown. We have many more and would be glad to send catalogue giving fuller information.

No. 34-D3
Table for Caps, Children's Wear, Underwear, etc.



Counter for carrying Pants, Shirts, Underwear, etc., where it may be reached without delay.

For the new department you are installing we have just what you need in wall cabinets, fixtures and show cases—equipment which will greatly increase the selling power of the clerk.

Let us know your requirements.

The Walker Bin & Store Fixture Co., Limited

KITCHENER, ONTARIO

12 to 18½

KANTKRACK

13 to 17

the Composition Collar that's always in good demand

12 to 19

Keep a display of KANTKRACK Collars always before your trade and you'll find them good, quick sellers and reliable profit makers.

12 to 18½

Their remarkable linen-like finish appeals very strongly to every man. Every KANTKRACK sale means a satisfied customer.

Put the Onli-Wa Tie Holder in your Neckwear Department

Show your stock of the season's latest ties in a way that will pull better sales. Show them on the ONLI-WA TIE HOLDER that displays the full assortment neatly and effectively. Any tie can be pulled out without disturbing the others.

We are Canadian manufacturers.

The price is only $3.50 per dozen. One dozen in a box.

The Parsons *and* Parsons Canadian Company

Makers of the famous KANTKRACK *composition collar*

Est. in U.S.A. 1879 HAMILTON, CANADA Est. in Canada 1908

CONDENSED ADVERTISEMENTS

NEW LINES WANTED.

MANUFACTURER'S AGENT WITH AGgressive staff of salesmen wants new lines to handle out of Vancouver. Well established connection with retail trade. Manufacturers desiring representation in British Columbia please write. Box 500, Men's Wear Review, 153 University Ave., Toronto.

WE OFFER UNUSUAL VALUES IN

SILK HATS

There's a style and a finish to every silk hat we manufacture that gets the attention of the carefully dressed man.

Ours is the largest and best equipped Silk Hat Factory in the Dominion. Our range is always complete.

Cover your requirements here and get prompt deliveries.

GEO. PROVENCHER

166B Elizabeth Street - - Montreal

Established 1894

If interested, tear out this page and keep with letters to be answered.

Man-Size Conversation

Something about Jones---The Test Question that Silenced Jennings---Where Jones gets the information that makes him listened to when he speaks.

AFTER the little group had finished their cigars, and were about to separate, each going his own way, Brown said to Smith: "Wasn't Jones great? And didn't he put it all over Know-It-All Jennings?"

It was just such a group of men as you see gathered every day round a luncheon table, or in the club lounge; and the theme of the conversation was likewise common enough—the present business situation, and the probable situation when Peace is made.

At first every man had opinions to declare, but most of all Jennings. Jones was, at the beginning, the silent one. But at a point when Jennings, with his usual cocksureness, was voicing some extravagant views, Jones rather jolted him by asking him, "What is your authority?" And Jennings didn't have authority—nothing more than opinions.

It was then that Jones began to talk, and his tactful, well-informed views and statements instantly commanded the attention of every man round the table; for every man was learning. Even Jennings had the grace to keep quiet, for he knew he was listening to a better-informed man.

Jones has a staggering question to put to men with opinions which they express boldly and confidently. It is: "What is your authority? Your opinions are no better than your information." The average man expressing opinions doesn't possess much solid information; he just "feels" that way.

Every man not an idler is interested in Business—first, in his own business; second, in the Nation's business. Whether he be a retailer in a country town; or a manufacturer; or a lawyer advising clients on investments; or a bond-dealer needing to know much about the many factors that affect prices; or a banker; or a private investor whose funds, invested or waiting investments, are his main source of income; he is interested in Business, and he needs information—the real stuff which is the basis of opinion.

Where can each get the kind and amount of information desired?

Let him get it where Jones gets much of his information —from THE FINANCIAL POST OF CANADA.

Jones does a good deal more than just pay $3 to get this paper every Saturday; he *reads* it. To him the POST is the newspaper prized most of all. He sets aside a certain set time each week for reading it. It satisfies him because its views are based on information, and information is the POST'S chief material.

The POST keeps Jones soundly and broadly informed about the business affairs of the country. He finds that the POST takes a business-like view of all questions; that it is not influenced by any political factions or "interests," that it tells the truth whether the readers like it or not. He knows that little of importance will occur in connection with the business of the country without enlightening information or comment appearing in the POST.

He gets the best-informed news about listed and other securities, in the POST:—Milling, Transportation, Pulp and Paper, Iron and Steel, Electrical Enterprises; and so on. This weekly Security News he finds is of an authoritative character —usually signed—prepared by specialists, who, from the nature of their daily work, are in intimate touch with the factors that affect prices, and with high-up or well-informed men who have *knowledge*. Jones finds no other paper in Canada attempting to give the service the POST does in relation to listed securities.

Jones finds the POST'S editorial page stimulating. He enjoys the biographical stories of Big Men which appear in the POST. The article each week by Agnes Laut gives him information gathered by one of the best informed and highest paid writers in America. In short, for Jones the POST is a treasury of information about Business; and it is Business by which Jones earns his bread and butter and something more.

When Jones mingles with his fellow men, and Business is the Theme of Conversation, most men are willing to listen to him, because his opinions are based on sound and reliable information.

Now, what is the application of all this? It is that you, the reader of this advertisement, may also make yourself a well-informed man about *Business—by reading THE FINANCIAL POST*. The $3 it costs per year is neither here nor there to the man who really wants to *know*—to have knowledge about matters and markets pertaining to his own business; and about the Country's business.

If you want your opinions to be well-informed; if you want a wide knowledge of Business; let the POST go to your home each Saturday. Sign the coupon below. Send no money now. Have the bill go forward in the usual way.

The Financial Post OF CANADA

The MacLean Publishing Co., Ltd.,
143-153 University Ave., Toronto.

Send me *The Financial Post,* for which I will pay $3.00 per year on receipt of invoice.

Name..... Address.....

Escaped from Germany

AN escaped prisoner tells the story of his fearful experiences in Germany in MACLEAN'S MAGAZINE for November; and gives a vivid picture of conditions in Germany as he saw them. He got out by way of Holland after appalling perils and hardships. In Holland, he was photographed, but so altered was he that his wife quite failed to recognize him in this photograph. Read this story of this Canadian soldier's escape. It is gripping stuff—a rare tale.

Canadian Finances After the War

WILL business in Canada collapse when peace comes? It may. What do the big men say? What do they know? What do you think? Are your opinions well informed? The subject is of the greatest possible importance, and you will get light and leading by reading the contribution of Col. John Bayne Maclean, who has taken the trouble to get the opinion of the biggest and most highly placed men in Canada to help him prepare his article.

Back from the Arctic

WILLIAM THOMPSON, representing the American Geographical Society, was this year in the Arctic Regions. He went to the delta of the Mackenzie River, and took many excellent pictures of the country and its Eskimo inhabitants. He makes the November MACLEAN'S the vehicle of many of his pictures and for an account of his journey. Read what this Arctic scientist has to tell us about a remote part of our land.

Slackers and Conscription

WHAT is your attitude towards the draft? You have positive opinions, of course. How do they square with Miss Laut's as they are expressed in her ringing article on Slackers in the November MACLEAN'S?

The Nation's Business

THIS is a new feature—a fearless, well-informed survey of national affairs. What we all want is an outspoken—but not vindictive—and clear-visioned presentation of factors and facts affecting our national, political and economic welfare.

Sketches of Trench Life

By Gunner McRitchie

MCRITCHIE was a cartoonist on a Western Canada daily before he went overseas. He has done a number of sketches of trench life "On the Spot," and these he has sent home, for publication in MACLEAN'S MAGAZINE. They're interesting and good.

The Late Sir Mortimer Clark

BEFORE he died, a few week ago, the late Sir Mortimer Clark, eminent jurist and an ex-Lieutenant-Governor of Ontario, wrote for MACLEAN'S an article on "Safeguarding Your Heirs." It has to do with the functions, service and safety of Trust Companies as executors of estates. This article by a man so distinguished, so cautious, so able, and so wise a counsellor, can be of first-rate value to every man perplexed with the problem of how his estate can be safely and prudently administered after he, the testator, has passed from this life.

A Complete Novelette

By Peter B. Kyne

HIS story in the November MACLEAN'S is a thunderingly good story of lumbermen and lumbering. Red blood is in this tale of business. R. M. Brinkerhoff illustrates it.

Short Story

By Ethel Watts Mumford

THE writer of this short story—the first of a delightful series by this author to appear in MACLEAN'S—is very well known among short story writers. Delicate fancy, wholesomeness, freshness and finished workmanship characterize all her work.

Short Story

By W. A. Fraser

A MIGHTILY well-written story of India—the kind that we all delight in; tense, bewildering, and lots of action. Fraser never wrote a better short story than this. Ben Ward illustrates it.

Hendryx and Oppenheim

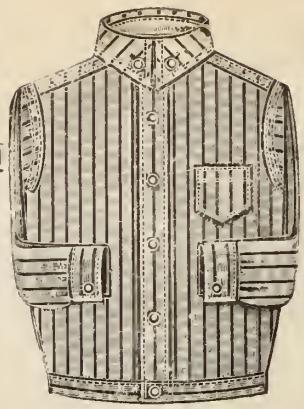
SERIALISTS

THE Gun Brand," by Hendryx, comes to an end in the November issue. Oppenheim's greatest story, "The Pawns Count," is continued. Oppenheim's story is the biggest single feature ever secured by MACLEAN'S.

MACLEAN'S MAGAZINE

for November

At All News Dealers **15c.**



We Make

Boys' Blouses and Youths' Shirts

OF GOOD STANDARD PERCALE AND GINGHAM

Blouses Retail for 50c., 75c. and $1.00. Youths' Shirts to Retail for $1.00.

SAMPLES SUBMITTED UPON REQUEST.

SAVADA BROS., 583-587 Broadway, NEW YORK

CHAS. E. YORICK, of HAMILTON, ONTARIO, Representing, will show you this line by dropping him a card as he is en route.

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"Craftana"

Registered No. 262,0

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

"DOMINION" RAYNSTERS

"TRENCH"

This smart military style is one of our Raynster Specials. It is very popular among careful dressers and among those who are looking for a raincoat that is superior and distinctive.

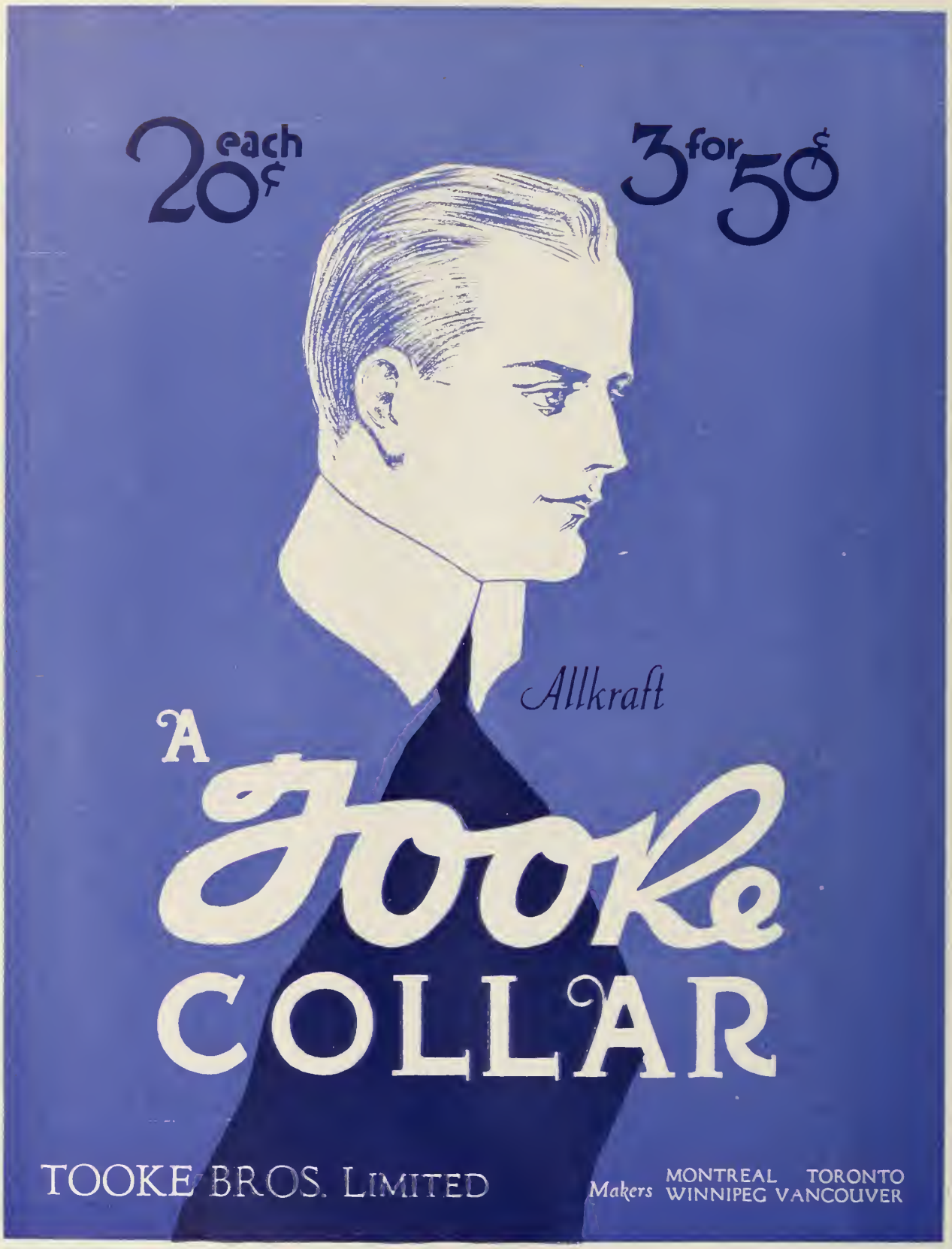
Our nearest branch will give you full information as to price and cloths.

Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE: MONTREAL

28 Service Branches Throughout Canada



The above is a reproduction of the show-card just produced, showing one of our latest collars. *Ready for delivery.*

TOOKE BROS., LIMITED

MONTREAL TORONTO WINNIPEG VANCOUVER

THE MEN'S WEAR REVIEW

VOL. VII. | OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO | No. 12.

December, 1917

FEATURING

Conditions in the Trade

Many Businesses Wrecked by Details

Canada to Get More Orders

Advertising Men's Wear by Many Mediums

Keeping Direct Track of Profit

THE MACLEAN PUBLISHING COMPANY, LIMITED, TORONTO

CLARIDGE
THE NEW FORM-FIT
ARROW
COLLAR
FOR FALL
CLUETT, PEABODY & CO., INC.
MAKERS, MONTREAL, CANADA

FOR SPRING, 1918

CREPE FAILLE CRAVATS

A.T.REID

Reid's Sure-to-Slip Neckband

This only sure slipping tie can be had in these silks. An added feature, making them all the more saleable.

We are now booking orders for February-March delivery for this most desirable silk in shadings and designs more beautiful than ever.

A. T. REID & CO.
Limited
Makers, TORONTO

Reid's Real Bengalene and all Silk Borathea in all Shades

Twenty Ranges to Retail at 75c.

There have never been sufficient of these ties to meet the demand, hence the wisdom in placing your order now.

ATLANTIC UNDERWEAR

An unusual combination of comfortable fit and big money's worth.

When planning your 1918 underwear sales consider the selling reputation of Atlantic Underwear.

Customer good-will is assured the Atlantic Underwear dealer because every Atlantic garment measures up to the critical buyer's conception of what real good underwear ought to be.

Maritime Wool seasoned by the salt breezes of Old Atlantic processes and manufactured by expert workmen—such is the combination that guarantees Atlantic Underwear against the so common and so objectionable shrinkage features of other underwear lines.

The new season's Atlantic lines may be had from our wholesaler. Ask him to show you a full assortment.

Atlantic Underwear

LIMITED

MONCTON, N. B.

Frank Mutton, Salesman

and salesmanager of very brilliant record—has completely caught a point of view which we have been presenting for years and years, and latterly, most of all. This point of view is:

Men engaged earnestly in the affairs of business will and do find immense help and illumination from reading each week THE FINANCIAL POST OF CANADA.

THEY get wheat sifted from the chaff. They get news and information about the things that really count in the conduct and movements of business and Canadian public affairs. They get a clear interpretation of news, events, happenings and factors that determine present and future developments. They read what big men have written or said about Canadian business and public affairs, and what exceedingly well-informed men glean about securities, markets, tendencies and other phases of business and investments; they read a commercial newspaper most interestingly written, admirably edited, sane and unpartizan. When a newspaper of this type and quality is available, the wonder is that any business executive or salesman or salesmanager tries to get along without it.

If we had written this letter ourselves, we could not have put it better:

Attention, Editor

Recently we sent you a subscription covering the delivery of "The Financial Post" to each of our Sales Agents and Salesmen throughout Canada. This was prompted by the fact, that in our opinion, your paper is the best barometer in Canada of what is going on in the different industries from one ocean to the other in this Country. Your paper contains information that is invaluable to any travelling representative of any firm.

Yours very truly,
F. E. MUTTON,
General Manager,
International Time Recording Company of Canada, Limited.
Toronto, Oct. 12, 1917.

Prior to his connection with International Time Recording Company, Mr. Mutton was Canadian manager of National Cash Register Co.

NO salesman or salesmanager can do his best work without knowing the kind of news which THE FINANCIAL POST exists to provide. Anything that multiplies a salesman's or salesmanager's knowledge and ability required in the selling of goods and in meeting buyers and customers, is likely to be a cheap, cheap investment. Mr. Mutton was and is a success because he incorporated into himself and his organization outer forces of power. Read his letter again.

OUR POINT IS:

BUSINESS and salesmanagers can most profitably do what Mr. Mutton has done: Subscribe for a copy for each man able to use knowledge of current business and public affairs in Canada to increase sales, to buy wisely, to know when to extend or contract credit, and when to go slow or speed up production.

The Financial Post of Canada

.....1917

MACLEAN PUBLISHING CO., LTD.,
143-153 University Ave., Toronto.

Send me each week THE FINANCIAL POST. I will remit the price, $3.00 a year, on receipt of bill.

Signed.....

With.....
(Name of Firm)

M.W.R.

Address.....

MONARCH KNIT

QUALITY HOSIERY

Send in your order now for a supply of our Cashmere Hosiery for Men and Women. In two colors, black and white.

Monarch-Knit Hosiery has a quality in keeping with the high standard set by Monarch-Knit sweaters and other knitted goods.

Show Monarch-Knit Hosiery in your Xmas displays.

The Monarch Knitting Co., Limited

DUNNVILLE, CANADA

A Satisfied Customer

The greatest asset a retail merchant can have is a satisfied customer.

There are three ways by which a customer can be really satisfied,—

(1) Good goods at the right prices.
(2) Courteous treatment.
(3) Prompt service.

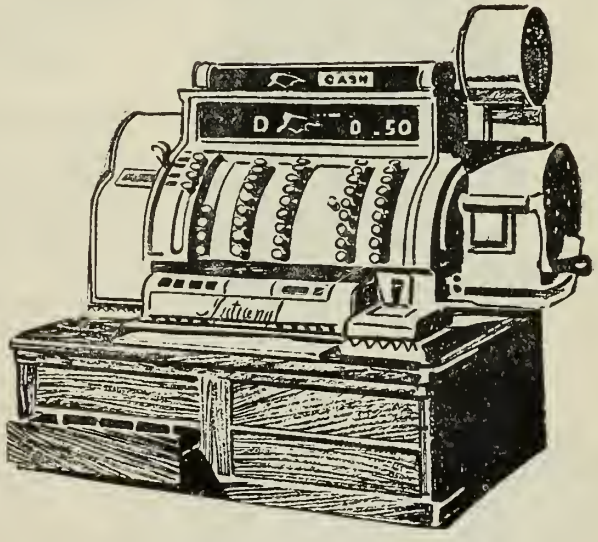
Good goods at the right prices can be supplied by turning your stock over as frequently as possible and by figuring on a fair margin of profit.

Courteous treatment is due all your customers. Your clerks should treat your customers with the greatest civility and respect.

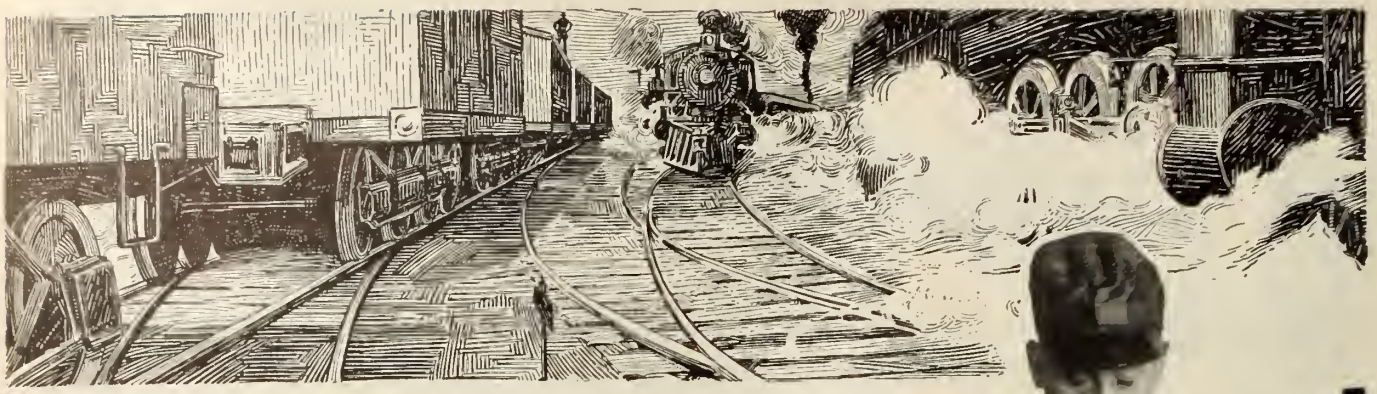
Prompt service can be given customers by employing the most efficient methods of handling sales.

A National Cash Register System is the most improved method in the world. It eliminates delays, disputes, errors, and creates a friendly rivalry among your clerks. It conserves your profits and keeps down overhead cost.

Write us for further information. This will place you under no obligation.



The National Cash Register
Company of Canada, Limited
350 Christie Street Toronto, Ont.



You know
Stifel's Indigo Cloth

standard for over 75 years

which since the first railroads
has been the "best seller" for

OVERALLS, JUMPERS AND UNIFORMS

Copyright, 1917, J. L. Stifel & Sons

Now meet
Miss Stifel Indigo

the new kid glove finish cloth for

WOMEN'S OVERALLS AND WORK CLOTHES

Miss Stifel Indigo has the same business-getting profit-making qualities in her makeup that made her "big brother" the big factor he is today in the overall world.

Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the woman's work garment business.

Manufacturers, Dealers, LOOK FOR THE BOOT trade mark on the back of the cloth when buying—it's your guarantee and your customers' guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.

STIFEL
REGISTERED

J. L. STIFEL & SONS

Indigo Dyers and Printers — *WHEELING, W. VA.*

New York....260-262 Church St.
Philadelphia....1033 Chestnut St.
Boston.....31 Bedford St.
Chicago....223 W. Jackson Blvd.
Baltimore.....Coca Cola Bldg.
San Francisco
Postal Telegraph Bldg.
St. Joseph, Mo.
Saxton Bank Bldg.
St. Louis.....928 Victoria Bldg.
St. Paul.....238 Lndicott Bldg.
Toronto.....14 Manchester Bldg.
Winnipeg...400 Hammond Bldg
Montreal...Room 508 Read Bldg.
Vancouver..506 Mercantile Bldg.

This is the label that the good dressers of Canada look for—

FIT REFORM Fit-Reform

which is attached to the pocket of every Fit-Reform garment.

DOING ONE THING WELL

Our motto for over a quarter century has been to do one thing and do it well.

To manufacture clothing just as well as it is possible for it to be manufactured, has been our *business,* our *hobby* and our *success.*

Sound principles of business—a keen consideration of value and service is the solid rock upon which Fit-Reform stands.

A splendid selection for the man of conservative preference is represented in our present assortments, their grace of contour and their finesse in tailoring making each and every one a commanding officer in the ranks of *suits and overcoats for men.*

The advantage of being able to offer the public of your city or town such a branded line as Fit-Reform is obvious. If we are not represented in your town, write us about our proposition.

E. A. SMALL COMPANY, Limited

—the first in Canada to manufacture Tailor-made Garments for Men

112 BEAVER HALL HILL - - MONTREAL

No. 3488—TAN SUEDE, pure wool, seamless lining, one dome, decoration 4-needle plain, sewn P X M, also No. 3588—GREY SUEDE.

3680/5 GREY BUCK, pure wool lining, one dome with gusset, decoration 4-needle plain, sewn P.X.M.
3480/5 TAN SUEDE
3580/S GREY SUEDE

H.B.K
BRAND.

3456/5—TAN SUEDE GLOVE, pure silk lined, one dome, decoration 4-needle plain, sewn P.X.M. Also
3556/5 GREY SUEDE
6056/15 TAN CAPE

Values
that will boost your Christmas sales

WITH a good showing of "H.B.K." values in your displays you can count upon increased sales and bigger profits, too. For every sale of "H.B.K." Gloves for Men, Women and Children will leave you a good-sized margin and a thoroughly satisfied customer.

H.B.K. Gloves are made to satisfy. Prove this to your own satisfaction. See the lines and note where they excel. Note the P.X.M. sewing and the quality workmanship throughout.

PLAN now for an extra big Xmas turnover. "H.B.K." Gloves will help you and will lay the foundation too for a really prosperous New Year.

That your hopes in this respect may be fully realized and that Xmas, 1917, may bring you a bumper share of the season's good cheer is the wish we cordially extend you.

The Hudson Bay Knitting Company
Limited
MONTREAL

AVENUE BRAND CLOTHES

for Boys and Youths

are profit-getters for the clothiers who stock them. AVENUE BRAND are the boys' clothes that "Wear Well," "Fit Well," "Look Well," and "Sell Well."

Mothers of boys who have once bought AVENUE BRAND insist on the same kind when they require another suit.

WHY? BECAUSE

AVENUE BRAND are exceedingly well made of A1 material of good solid texture in latest patterns and popular styles to please the young Canadian hopefuls who are so exacting in their clothes requirements. There is no disappointment to mothers or wearers in AVENUE BRAND CLOTHES. Our advice to live clothiers is

TRY THEM—THAT'S ALL

Write us for samples and prices. NOTE NEW ADDRESS.

The W. J. Keens Co.
Limited

181 Spadina Avenue

Successors to

C. M. Gilchrist & Co.

SANTA CLAUS

will make happy even more men and boys than usual this year by bringing them

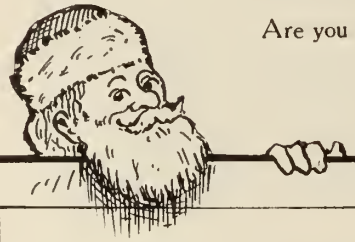
HERO and STRAND

(fine) (chemise de luxe)

SHIRTS

They are "SMART STUFF."

Are you supplied?



Our sincere wish is that you may enjoy a Bright and Merry Christmas; and that New Year's day may mark the dawning of the best and most prosperous year in your business.

ALPHONSE RACINE LIMITED

60-80 St. Paul St. West, Montreal, Canada

Specialists in Fine Furnishings for Men

Sample Rooms. Ottawa, Quebec, Three Rivers, Sherbrooke and Sydney, N.S.

Factories: Beaubien St., Montreal
St. Denis, Que. St. Hyacinthe.

The Smile of Perfect Satisfaction

You'll Strike It Right and Make a Hit

with your customers if you supply them with

"Railroad Signal"

Overalls and Shirts

Manufactured by

The Kitchen Overall & Shirt Company, Limited

Head Office and Factory: Brantford, Ont.
Toronto Branch: 279 College Street

Tailoring

Some Sayings About "Semi-ready"

I think every man approaches the question of opening a Semi-ready Store with a certain feeling of incredulity. Not prejudice, but unbelief founded on a departure from the regular old-time custom.

In our Anglo-Saxon way we are an easy-going nation of unbelievers—so lackadaisical and plain-speaking at times that a phlegmatic German would mistake quiet self-confidence for lack of vigour and of mental resilience.

Like the great Empire, of which we are a part, the Semi-ready Army of Expert Tailors feel that they have given so many repeated proofs of prowess and so many examples of success that they are as nonchalant as a British Duke on a visit to the Colonies. He feels at home and he does not boast about himself or his home.

The finished elegance of Semi-ready clothes in its early years was viewed with a measure of disdain by the men who were playing at the clothing game. Not a single man of ready-made clothing experience would fall in with the idea that a fixed retail price and a fixed retail profit would pay. He knew. His experience had taught him. He believed that the world would stand still, that there could be no progress. And a change from the established rule of business irks us all some.

Parables and fables may be illuminating, but miracles do not occur in business life.

Semi-ready stores were established in the principal cities, and were successful. They found a big demand, and converted unbelievers bought the stores and carried them on to larger success by undivided attention and loyal adherence to the new business doctrines.

Routed in the proof, the old-timer averred that it was only a big city proposition, and that exclusive Semi-ready stores would not pay in smaller cities.

Semi-ready stores have been established and carried on to a big success in all the smaller cities of Canada. In towns of five or six thousand people they have been made to pay.

Who can measure the future of Semi-ready Tailoring so long as its present standard of excellence and its fixed policy is adhered to?

The twenty years of Semi-ready Tailoring has been a delightful experience of struggle and attainment. It always will be. Without the first there can be no enjoyment in the second.

Courage and loyalty must count in business. We have gained the confidence and earned the esteem of men who possess both these attractive faculties to a superlative degree. Occasionally we meet men who possess one attribute and may lack the other. Such men may go far, but they don't stay. They become the wrecks one sees and hears of as "the man-who-once-was."

"Semi-ready" does not mix well. It is hard to get the desirable trade when you ask it to associate with the undesirable. As well expect the cultured gentleman to enjoy the company and conversation of the village ne'er-do-well.

"Too high priced" one merchant said. "Too small a profit!" said another. Is it not better to sell a $25 suit at a profit of $8.50 and make a desirable friend than to sell an $18.50 suit that cost $10 and make a resentful customer?

Salesmen will show you a suit at $12 wholesale and say that it can be sold for $20. And further say that it is as good cloth as the Semi-ready suit sold at $13.50. It may be. But there is $5 worth more inside work and clever tailoring in the Semi-ready suit.

I listened to a chat between a buyer and a manufacturing clothier from whom the buyer had previously bought.

"Your material is all right, but your clothes are rotten. There's no guts to them."

"But I have a new man on the job this year!" said the clothier.

"Oh, well, I'll come and see your stuff," said the buyer.

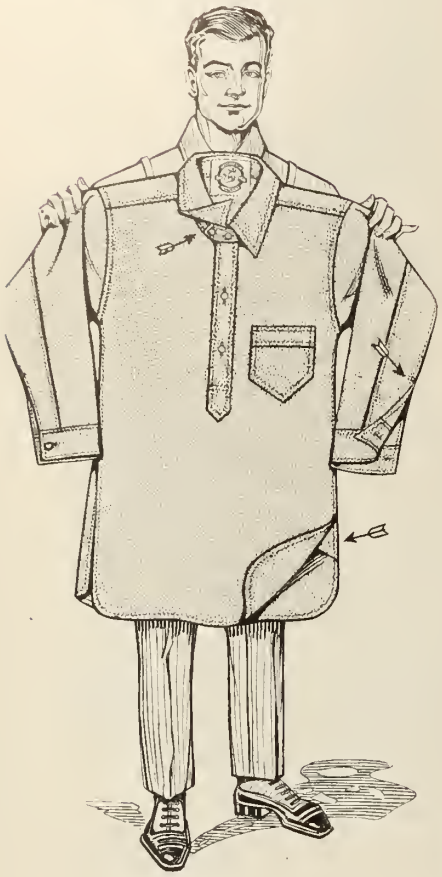
And the chances are that he would again sell disgusted customers clothes made by the manufacturer who had a new man on the job every season.

It's the man at the top who is responsible for Quality or its lack.

Semi-ready, Limited

H. A. NELSON, *President*
472 Guy Street, Montreal, Canada

Buy Victory Bonds



A shirt that's easy to sell

ARM & HAMMER BRAND
SHIRTS OVERALLS
J.A. HAUGH MFG. CO. LTD.

Easy to sell because of its seven superiority points—points that every workingman will thoroughly approve of. Read them carefully and note their big selling value.

1—Extra generous size.
2—Double stitching of all seams.
3—Extension neck band.
4—Reinforced at all points subject to hard wear.
5—Good quality buttons.
6—Reinforced pleats and button stays.
7—Arm and Hammer Brand standards of workmanship and materials.

The workingman's trade is worth securing. Show this line prominently and you'll get your share.

See that the Arm and Hammer Brand is on your new stock of work shirts.

The J. A. Haugh Mfg. Co., Limited

TORONTO, CANADA

Goods in Sanitary Covering Appeal to all buyers of Men's Wear

Many manufacturers are sending out their product—their shirts, their underwear, their soft collars—in Transparent, Sanitary Sealed Bags.

Many dealers are enclosing each purchase in a bag.

We can supply manufacturer or dealer—can make the covering to meet the particular needs. We now are turning out bags for soft collars, and huge bags to cover an entire suit—bags which a clothing man can send with each order—and which a cleaner can use as part of his service.

TELL US YOUR NEEDS AND WE WILL GIVE QUOTATION

SPECIALTY PAPER BAG CO.

LIMIED

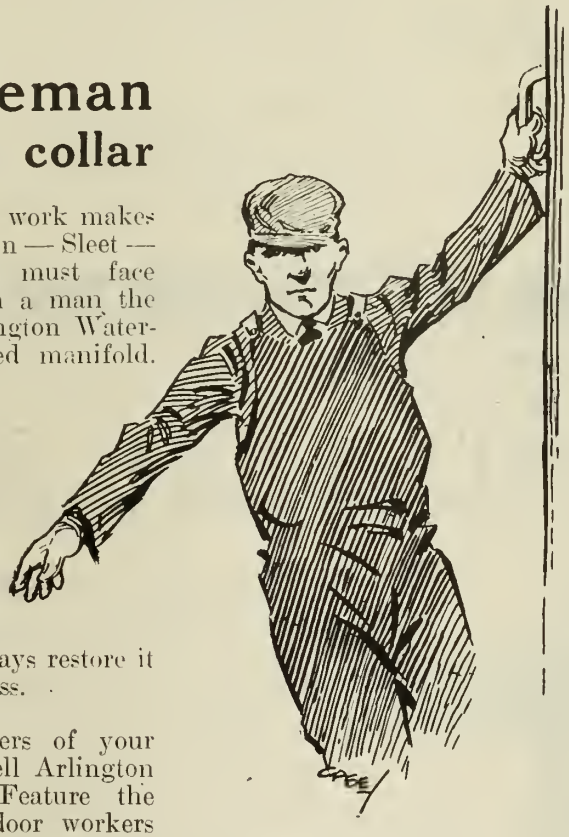
247-255 Carlaw Ave. - TORONTO

CHALLENGE BRAND

For

The Brakeman
it's the only collar

The very nature of his work makes it so. Sunshine — Rain — Sleet — Snow—the Brakeman must face them all, and to such a man the advantages of the Arlington Waterproof Collar are indeed manifold.



For the Arlington Challenge Brand Collar will stand the roughest weather without spoiling. The smoke and dust of the railway yard will not injure the Arlington Collar in the least —a little sponging with soap and water will always restore it to its original cleanliness.

Let the railway workers of your town know that you sell Arlington Waterproof Collars. Feature the Arlington for all out-door workers —express drivers, postmen, chauffeurs, etc. They'll be quick to see its advantages and your stock will keep moving briskly.

Arlington Collars have stitched-edge, full linen finish — and all the better styles (½ sizes).

The Arlington Co. of Canada, Limited
56 FRASER AVENUE, TORONTO

SELLING AGENTS

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

MAKERS SINCE 1889

SUMMED UP IN ONE WORD

ACME

The selling possibilities of Acme Brand Gloves, Sweaters and Clothing Specialties are *unusual*. Acme lines have long been noted for their value, their style and their customer-pleasing qualities, and these distinguishing marks are very evident in the Acme 1918 assortments.

When you are planning the New Year's business give Acme values a foremost place in your calculations. Get acquainted with the Acme offerings now and you will be laying a sure foundation for a really prosperous New Year, the realization of which we sincerely wish you together with a full measure of Christmas Cheer.

ACME GLOVE WORKS, Limited
MONTREAL

SEND FOR SAMPLES

Mogul Coat

The Dealer is never obliged to take a chance when he handles the Brotherhood Brand of Overalls.

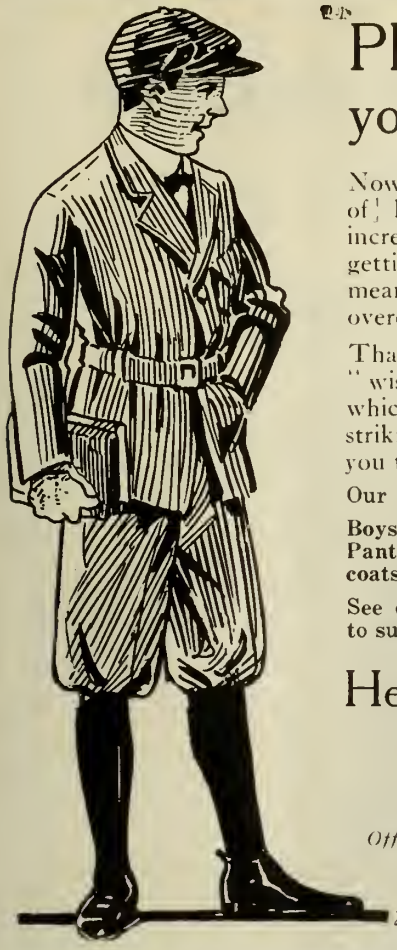
As we save money by dealing direct with our customers—cutting out jobbers' commissions and salesmen's salaries—our dealers get more actual cash out of Brotherhood Overalls than from other brands.

Let us send you samples of Brotherhood Garments. All sizes, styles and colors are in stock, or if your Overalls stock is low, try us now.

We will prepay freight on your first order of five dozen or over.

A post card will bring you all information. Send it to-day.

H. S. Peters, Limited -:- Welland, Ontario



Plan to feature your juvenile lines

Now, more than ever before, you'll find a good line of Boys' Clothing well displayed, a source of increased sales. For the boy's custom is worth getting just now—his increased earning power means a more liberal expenditure on good suits and overcoats and upon other clothing lines as well.

That is why you will find it good business to get "wise" to the unusual values in Boys' Clothing which we offer you for 1918. These values are striking—customer-pleasing—values that will win you the boy's trade and his goodwill as well.

Our Spring, 1918, lines include:

Boys' Suits, Little Fellows' Suits, Separate Long Pants, Young Men's Suits, Men's Suits, Men's Overcoats, Young Men's Overcoats, Boys' Overcoats.

See our man before deciding. We shall be pleased to submit samples upon request.

Helleur, Gariepy & Broderick, Limited

MONTREAL

Wholesale Mfrs. of Men's, Young Men's, Boys, and Juvenile Clothing

Office and Salesroom	*Factory*	*Western Office*
16 Church St. W.	124 St. Lawrence Blvd.	Hammond Block, Winnipeg

Imperial Underwear

is a sure customer-getter

It's the kind of underwear that particular people will ask you for once you get its superiority points before their notice.

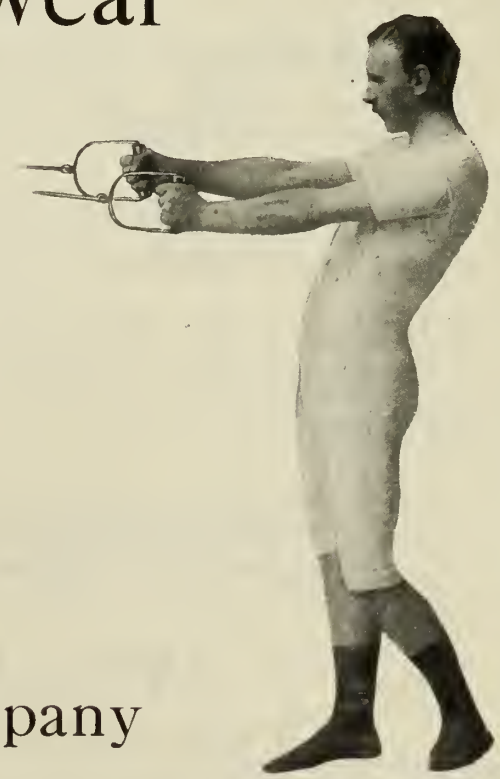
Every Imperial Garment has

5 TRADE WINNING FEATURES

Note them. Show them to your customers and watch your stock move:

1. *Lap-Seam Shoulders.*
2. *Comfort-Fitting Collarette.*
3. *Snug-Fitting Flap.*
4. *Closed Crotch.*
5. *Improved Knit Cuffs and Anklets.*

Imperial can be had in either Combination or Two-Piece Suits.



Kingston Hosiery Company

Kingston, Ontario

Milne's Neckwear News

FOR DECEMBER

24 hour delivery on all lines of Mufflers and Cravats

Sort up your holiday stock with printed Faille Mufflers like that illustrated above.

Fill also your neckwear requirements in Satins, All-over Patterns—in fact in everything that is New and Striking.

Remember shipment will leave our warehouse for YOUR STORE the same day your order is received, if you request this. Shipments in Holiday Boxes if you wish.

WILLIAM MILNE

50 York Street .·. Toronto

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7 TORONTO, DECEMBER, 1917 No. 12

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

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C. W. Byers, *Western Representative.* R. L. Netherby, *Ontario Representative.*

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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, Room 900, Lytton Building, 14 E. Jackson St.; Telephone Harrison 1147. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States, $2.50 a year; Other Countries, $3.00 a year; Single Copies, 10 cents. Invariably in advance.

J

To the Trade

May this Christmastide bring you as much happiness as is possible in these troublous times, and the New Year bring increased prosperity.

OUR AIM

We have tried to co-operate in the prosperity of the Men's Wear trade by introducing the *New Way System of Store Fixtures,* enabling *greater business* without an increased staff and with a reduction in space.

THE RESULTS

179 Men's Wear stores equipped wholly or in part in twelve months.

59 Men's Wear stores equipped with the New Way System of the above number.

Can we show *you* the New Way System?

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VII. TORONTO, DECEMBER, 1917 NO. 12

Conditions in the Trade

THREE *factors have had their upsetting effect upon trade during November—first, Conscription, then the coming election, and last the Victory Loan. With this last factor no men's wear merchant will quarrel, for the huge success of the loan will assure to the men's wear trade a continuation of the brisk business of the past year. The loan supplies the gold to temporarily pay for goods ordered by England in Canada—supplies the gold which in this way offsets gold paid by England to buy the food which feeds the Canadian soldiers at the front.*

These three factors, however, have unquestionably made the men's wear trade somewhat difficult. Yet opinions of merchants from all parts of Canada make it appear that the easing off in business—where it has occurred—is only temporary.

WHAT MERCHANTS SAY

There are merchants—some of the best in Canada—who state that business is at the present time as good or better than it has been for a year. This is a rather general report from Western Canada. Such a verdict, however, is to be heard from merchants in Eastern Canada as well. Others report that while there is no cause for complaint it has to be admitted that the unsettling influences now at work have resulted in a somewhat reduced turnover.

ARE STOCKS BEING REDUCED?

Probably merchants have this month adopted a very conservative attitude. They are not quite certain as to the turn things are going to take—will not be certain of this turn until workings of the Military Service Act are more clearly defined than at present. They have, therefore, decided to sell out of the large stocks which the great majority have on hand. There is no question that a great number of merchants realize that goods are going still higher—realize that they will probably be called upon to pay more than they would pay on the present market to replace goods which they are at present selling out of stock. Nevertheless they feel that it is the part of wisdom to go slowly at the present time—to reduce these stocks before buying more.

It is this selling out of stock—with its attendant slackening of orders to the manufacturers,—which is being done by many merchants at the present time—which, MEN'S WEAR believes, has lead some to speak of the difficulties which the men's wear trade is facing.

THE EXCEPTION PROVES THE RULE

One point which indicates that the slackening in orders, which has been noted, has largely been because dealers are selling out of their stocks is the fact that lines which cannot well be stocked in advance —neckwear, for instance—have been finding a ready market.

INDIFFERENCE AS TO ADVANCING PRICES

Practically all goods are going up in price. The trade generally realizes this but at the moment seems indifferent. Underwear and knit goods manufacturers, for instance, are now out with prices for Fall, 1918. These indicate an advance of as high as 100 per cent. for some cotton lines and a general advance of about 25 per cent. in woolen lines. The trade is undisturbed, however. The feeling is that the consumers will buy at the new price now and that when it is necessary to lay in these goods, why they will be bought.

A PLENITUDE OF POLITICS

Of course the Conscription issue and the election situation are very much intertwined. Some of the rumors being put afloat—such, for instance, as that one to the effect that the married men will be called out about March—can probably be traced to political causes. We are to have another period of politics. Fortunately it will be short.

PROSPERITY ASSURED

In spite of these two disquieting factors there is a very bright aspect given the trade by reason of the large munition orders which are being placed in Canada from the United States. These already reach

some such sum as $50,000,000. Moreover there are are what seem to be well founded rumors that the orders for smaller shells from Great Britain, previously discontinued, will be placed here again after the Victory Loan has been consummated. Fuses, orders for which were diverted from Canada to the United States, seem comparatively certain to be placed here again.

Then there are orders for ship deck machinery, marine engines, and auxiliary equipment being placed in Canada, and of course, there is great demand for woolen goods from the United States—a demand which has led several manufacturers to build separate plants for the prosecution of this work.

New orders for shoes to fit Canada's new battalions are also expected.

There are a great many uniforms in the hands of the Military Department at Ottawa at the present time, but a few small contracts are now being placed as is reported elsewhere in this issue.

THE BUYING POWER HERE

All these things mean that Canada's factory fires will burn brightly this Winter—that the Canadian pay envelope will bulge—that the worker will be able to satisfy his needs even at the existing high prices.

Even allowing then for some loss in business as a result of men entering the army, the continued—the increased—prosperity of those who remain seems to assure splendid business.

FARMERS HAVE THE MONEY

Not only the industrial side but the prosperity of the farm indicates that all will be well.

F. W. Russell, Land Agent of the C.P.R., reports that one farmer in Grainger, Alta., got over $100 worth of wheat per acre—an exceptional case this, yet many Western farmers received more for wheat off their farm this year than the farm originally cost them. In Eastern Canada too, farm conditions have been splendid. A merchant in Brantford advised MEN'S WEAR REVIEW *about three weeks ago that he counted on the biggest Fall business he had ever had in spite of the fact that the munition plants were slowing up. The great buying power of the farmer, he said, warranted him in his expectations. Since then the munition plants have been opened again—in fact a new one has been built in Brantford—so that it is reasonable to expect that the hopes of this merchant are to be more than fulfilled.*

NO REASON TO BE DEPRESSED

So, while the men's wear trade is at the moment facing conditions which are temporarily upsetting to business, the great underlying prosperity of the country makes for a continuation of the splendid business of the past year or two. There seems not the slightest reason to be downcast.

Reaching the Objective

E. R. FISHER, 110-112 *Sparks St., Ottawa, is a real "Captain of Business." While some are spending time and physical force whining about the loss of trade through military service, Mr. Fisher is up "over the top" and has captured the strategic position.*

No person regrets the loss of young men and their trade more than does Mr. Fisher. The war has struck his staff and has gone deeply into the ranks of his customers, but for every loss in the ranks of his clients Mr. Fisher goes after two people to reinforce his line. He has no use for the man who lies down on the job and shouts "Kamerade" to the business bogey of Conscription.

When the young men's trade showed signs of dropping off, Mr. Fisher went after the older men, the men who had never worn ready-made clothing. He organized a new line of attack, and now numbers among his regular customers scores of men who had not been counted on before.

Mr. Fisher has bought for next season more than $25,000.00 worth of goods in excess of his purchases for last year: he says he will sell all of this amount and very much more.

"If the road to success seems blocked in one direction," said Mr. Fisher, "I make a detour, I organize my forces in a new way, I capture a position not formerly considered, but I reach the objective."

It is an inspiration to talk to Mr. Fisher, to look over his beautiful store so wonderfully enlarged and improved in war time, and to hear of his success under former discouraging circumstances, and his fighting plans for the present and future.

Featuring High Class Lines

SIMPLE, *yet how effective is this clothing trim—a trim showing only three other lines even in a minor way.*

Prices are displayed boldly. They are not low prices, but the designer relied on the merit of the article shown to establish the fact of big value.

The caps and cane are very artfully used, the very casual way in which they are shown being particularly good.

Unfortunately difficulties of night photographing—which necessitates some retouching—tends to spoil the appearance of fabrics. Nevertheless this trim will be of value to designers as offering ideas for a simple, tasteful, and highly effective presentation of high class goods.

KEEPING DIRECT TRACK OF PROFITS

Simple Method of Perpetual Inventory—Daily Gross Profits and Weekly Net Profits Ascertained—Satisfaction Secured More Than Compensates For Trouble Taken.

WHAT merchant would not be glad to know exactly where he stands from day to day, to know for certain that he is making money and how much, and to be sure at the same time what stock he has on hand every day without the necessity of making an inventory?

To take inventory once a year is the customary procedure with most merchants, and a year is a long time to have to wait if things are not going well and ground is being unwittingly lost.

N. T. Birrell, men's wear dealer, of Bloor St. West, Toronto, has worked out a system of his own that would seem to be a splendid one for the smaller men's wear store, and which could be adopted with slight modifications in the larger ones.

Daily Sheet Used

For this purpose he uses a daily sheet, ruled as per accompanying illustration marked Fig. 1. The first three columns have to do with the sales and profits records, the last two with the stock records, and this practically constitutes a perpetual inventory.

To keep track of the sales the following method is adopted. As each sale is made, after it has been rung up on the cash register the amount is entered in the second column, marked S.P. or selling price. At the same time the style of the article is entered in the first column, such as tie, hat, or underwear and the cost price is also entered in the firm's usual cost mark. In the case of certain lines such as collars or 50c ties, where practically the same cost always exists, this cost mark is omitted as Mr. Birrell does not need it to compute his cost figure.

Soon Becomes Second Habit

To take the time and trouble to carefully make this entry as each sale is made may at first seem a little irksome, but Mr. Birrell says that even in their busy hours very little trouble is experienced. The record sheet is kept close to the cash register and it soon becomes second nature to make the entry as the sale is rung up.

At the end of the day it sometimes happens that the total as shown by the sheet will be 50c or so less than the amount shown on the cash register. In that case it is concluded that some 50c sale has been overlooked and an entry is made of some article that will carry only a comparatively small profit so as to be on the right side. Safety first! Of course every effort is made to prevent even this deviation from absolute accuracy but it sometimes is hard to prevent on a busy Saturday.

Cost Figures Extended

Mr. Birrell then takes this sheet at his leisure and extends the cost, in figures, into the third column. The addition of second and third columns gives of course the total amount of sales for the day in their selling and cost values. Subtraction of one from the other gives the gross margin for the day. At the end of the week these figures are gathered together on a weekly sheet as

Daily Report. November 7th 1917

	S.P. $	S.P. ¢	C.P. $	C.P. ¢		$	¢
Kg Gloves	2	00	1	25	Stock on hand	4650	00
Tie		75		45	Gordon Douglas	116	00
Hat O R	3	00	1	75	Arrow Shirt Co	65	00
Tie		50		35	Rooms Returned	25	00
Tie	1	00		65		4855	00
Collars		50		30			
Comb O R T	4	00	2	65	Less cost value of sales	19	50
Scarf M G	2	50	1	50	Stock on hand	4836	50
Tie		75		45			
Cap M T	1	25		75			
Shirt A P	1	50		90			
Drawers P G		75		50			
Overalls H T	1	50	1	20			
Tie	1	50		90			
Belt F T		75		45			
Pyjamas O R	3	00	1	75			
Scarf in M T	2	00	1	25			
Mitts O K	1	00		65			
Cuffs P T		25		15			
Hat Bandos	1	00		65			
	29	50	18	50			
	18	50					
Gross Profit	11	00					

Fig. I.—Facsimile of one of the daily sheets are used by Mr. Birrell.

shown in Fig. 2 and the total gross margin for the week is thus found.

Net Profit Ascertained Weekly

To find the weekly net profit the method has been adopted of boiling all expenses down to a weekly basis. Thus rent, light, taxes, merchant's salary, and clerk's salary are computed as a weekly amount instead of on the usual monthly basis. In addition any incidental expenses that crop up such as donations, advertising, awnings, or window expenses, are kept track of and included in the expenses of the week in which they occur. The total week's expenses having thus been arrived at, it is a very simple matter to subtract from the week's total gross margin and find the net gain which in the example given here is $67.75.

Keeps Perpetual Inventory

In addition to this Mr. Birrell has succeeded in working out a system of perpetual inventory, so that he can know every morning when he opens his door, just what the stock on his shelves represents in dollars and cents. To understand the system used a further reference is necessary to Fig. 1 where the last two columns of the sheet illustrated are used for this purpose.

To start off an inventory, of course, has to be taken, and the value of stock on hand being thus ascertained it is entered at the top of the page. All invoices received during the day are then entered as they come in in the columns below, with the name of the firm from which the purchase has been made in the space so allotted. This work is not left till a convenient time when it is liable to be overlooked altogether, but entry is immediately made on receipt of the invoice before even the goods are checked off. The total amount of these invoices, plus the original value of the stock and less the cost value of the day's sales, will naturally represent the value of the stock on hand at the end of the day's business. This result is then carried forward to the next day's sheet and the same procedure is again gone through.

Advantage Obvious

These daily sheets are filed away on a Shannon binder and can be referred to at any time. The advantage of this is obvious. Mr. Birrell, for instance, on making up his daily sheet for, say, November 7, 1917, might find that he had on hand $5,500 worth of stock. Thinking this a little heavy he can look up his back sheets and will find perhaps that the corresponding investment on November 7, 1916, was $4,500. He will thus see that he has increased his stock $1,000 during the year and will realize the necessity of slackening up on his buying.

The advantage of having this knowledge at one's finger tips is the more noticeable if it is recollected that 75% of merchants have no idea of the value of their stock between inventory times.

Weekly Summary Nov 12/17

		$	¢
Monday	Gross Profit	11	00
Tuesday	" "	27	50
Wednesday	" "	22	50
Thursday	" "	19	50
Friday	" "	14	25
Saturday	" "	97	50
		192	25
Less Weekly Expenses		124	50
Net gain for the week		67	75

Fig. II.—How the weekly profit sheet is carried out

They will make a guess at it if questioned, and results have shown that even experienced men have been ridiculously far astray in their estimates.

The amount as shown on the sheet on any particular day is of course the inventory value of the stock and Mr. Birrell was asked by MEN'S WEAR REVIEW if this result proved correct when inventory was taken. He said that he had had this system in use for two years. The first year the result showed that his stock was about $50 more than his estimates and thus showed that he had been playing on the safe side with his few guessed-at amounts. The second year there showed a shortage of about $150.

(Continued on page 28.)

Models For Christmas Advertisements

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY

143-153 University Av TORONTO-CAN.

VOL. 7. DECEMBER, 1917 No. 12

IS THIS PATRIOTIC?

BECOMING modesty is unquestionably a meritorious characteristic. There is a time, however, where pride is justifiable. Certainly national pride means much. It was national pride which stood behind the far-famed slogan "Made in Germany." Such pride we here in Canada might well copy from the Germans, for there is abroad in this country a feeling that things coming from a foreign land are of necessity better than things of a like character made in Canada.

A maker of one very high class Canadian line is now being asked by wholesalers not to put his name upon it. They want to be in a position to let their customers believe these goods are imported. Oh! the magnet there is supposed to be in that word "Imported!"

Perhaps there is little use in railing at the wholesalers who made this request. Those of them who did make it wanted to be in a position to let their customers think they were getting what they wanted. The real fault seems to be that the people generally, retailers too, and the wholesaler, perhaps manufacturers themselves, have for too long felt that anything imported was better than similar lines made in Canada.

Probably such *was* the case. In many many lines it happily is not now the case. Surely it is about time we started to feel real pride in the fine lines which are being made in Canada—yes, and to boast about them a little bit.

"GETTING DEALER CO-OPERATION"

"BUSINESS can flow no faster than the narrowest part of the channel permits. If the outlet for a product is clogged at the dealer's store the tide of sales is effectually checked."—(Taken from advertisement in *Printers' Ink*, by Mallory, Mitchell & Faust.)

This is an encouraging sign of the times. Not so long ago all agencies handling so-called national accounts affected to despise the humble distributor of merchandise, and pinned their faith and the advertisers' money to spreads designed to "force" the stocking of the advertised goods by the cowed and subservient merchant. Verily, "the world do move."

MORE SHELL ORDERS

CANADIAN merchants can indeed congratulate themselves over the good news, given elsewhere in this issue, that the United States Government is placing large shell orders with Canadian manufacturers. The effect of this will be noticed in every branch of the trade and there is every reason to expect a period of still more prosperous conditions for the next year than have existed for the past two. These orders amounting to $50,000,000 at the present, combined with knit goods and textile orders of at least $10,000,000 together with the reaping of a crop that will represent the greatest cash value ever realized from Canadian farms, simply cannot help but mean abundance of money for every individual in the country to spend, and every dry goods merchant is going to get his share. We feel that for once we can safely enthuse about business prospects for the coming winter.

GETTING REGULAR CUSTOMERS

REGULAR customers are, after all, the backbone of successful merchandising. There are many ways probably by which regular customers are to be secured.

The fundamental principle, however, seems to be to establish in the minds of the men in the community—and in the minds of the boys, too—a reputation for knowing what is good, recommending only what is good, and giving value.

We know of one merchant who pushed a certain line of working shirts adorned with paper buttons and similarly skimped in other ways, because he secured them for 30c a dozen less than he paid for a somewhat less highly pressed, but a much more honest and enduring garment.

That kind of merchandising does not make for regular customers.

Nowadays, the merchant who is going to make a big success in building up regular trade is the man who knows what is what and who tells the customer of the store what is what, even though it may mean one or two cents less profit on the individual sale.

FROM SUCH METHODS DELIVER US

WE RAN across an old-style merchant recently—a man who does not mark his prices in plain figures and who has a distinctly sliding scale of prices.

The system is, we learn, to mark in hieroglyphics the cost price, then, to mark under this the price which is to be asked, also in cabalistic signs—to again mark under this the price to which the salesman may descend in order to make the sale. Then there is the little additional mark to indicate that if even this figure does not bring the customer around the manager is to be called.

There were the days of barter when such a system was considered proper. Happily they are passing—have practically passed. As a curiosity, a reminder of the times that are gone, it is interesting to find such a system still in vogue. Moreover there is no use in denying that under that system certain merchants—having a certain class of trade—may still make a success. It is very doubtful however if even the success obtained is not less than could be obtained under straight methods of a fixed price for a fixed value.

CANADA APPEALS TO YOU

THROUGHOUT the length and breadth of this fair Canada of ours, the appeal goes forth on November 12 for subscriptions to Canada's Victory Loan. Many and varied have been the calls made on the generosity of our citizens, nearly all possessing to a greater or less degree real merit. The call now being made contains a message to each and every citizen which the future of our country demands must be read and answered—not from the standpoint of generosity, but from the standard of good business.

The position Canada holds in the eyes of the world is an enviable one for a nation so young. Our accomplishments have been many and all attained without any great bluster or flurry. Canada is making further demands now in her Victory Loan—will she fail in this hour of her national honor? Our pride says, NO!

The development of our agricultural resources rests in our ability to market the products raised on our farms. To market our surplus farm produce, we must extend credit to our Allies and pay our farmers. This can only be done by subscribing liberally to Canada's Victory Loan. Will Canadians fail her farmers—the backbone of the nation's wealth? Again we say, NO!

The continuation of our manufacturing establishments as factors in making munitions, in turning out ships, in supplying food to our Allies, rests on our supplying the necessary capital to pay the manufacturers for their output. Will we let our machinery stand idle—will we permit the cry of unemployment to ring through our land when our Allies' need is so great? Never!

And more than all these, will we let the appeal of the boys who are now on the battlefields of Europe go unheeded? Do not those who are sacrificing more than money can ever buy deserve every cent of backing which we can give them? Are we going to fail those boys who have made Canada's name one to be feared by the terrible Hun—who have made Canada's name respected by the nations of the world? Our answer must be emphatically, NO!

NO BREAK IN PROSPERITY YET

THE announcement a month or so ago of the discontinuance of British war orders was the signal for some rather doleful forecasts. There were merchants and dealers, who saw the bottom dropping out of everything, the business sustained on war orders largely gone to pieces, and a general condition of blue ruin about to dawn.

That time is in the distance now and as yet there has been no falling off in prosperity, and now there comes the announcement that a fifty million dollar order has dropped in Canada's lap, and there are hints that this is only the beginning. Whatever the ultimate result, and we can see no very dark future for this country, there is an assured prosperity for the present stretching over at least a year. The war business that has made Canada prosperous during the past years is once more headed this way, and that without any difficult problem of financing to be faced. This is no time to feel downcast.

WHAT OF OUR BANKS?

INQUIRIES made have elicited the information that our banks are "tightening up" and to an extent which is detrimental to the business of the country. It is true that they have to provide for the new war loan and also for the advancement of money for moving the crops, but should the retailer who has depended on the bank to see him through be forced out of business?

If the banks cannot provide for all the calls to be made on them, would it not be advisable for the Dominion Government to grant them permission to increase their circulation for the time being, bringing it back to normal gradually?

One man whose assets exceeded his liabilities by $12,000 was forced by his bank to make an assignment, paying 100 cents on the dollar. Would this not seem to indicate that our banking system is really a system of brokerage and not real banking for the good of the country? Is it true that banks do not train their help to fill the positions at the head, but bring in brokers to conduct their business? Are the banks making big money and assisting the big moneyed concerns while the many small concerns are forced out of business?

The banks are tightening up very noticeably, but the small concerns should not be forced to close their doors. This will disrupt the business stability of the country to a degree that would bring very disastrous results. It is to be hoped government action will be taken to overcome the serious situation now developing.

Spots for the Son---and the Father

THIS *is a display which took form in M. L. Birrell's mind weeks before it took form in his window.*

Seeing some black paper with white spots in a down-town store, the suitability of this as background for a display of coin spot ties appealed to Mr. Birrell. He therefore bought two rolls of the paper, and for some time held this in reserve, all the time watching for the kind of ties he wanted to display with this. Indeed, the cravat, as at first shown him, did not quite fill the bill. He wanted these made on the straight three inches wide and had to have them specially cut, paying an extra $1.50 for the extra work.

When the trim was put in there were in the window or in stock blue ties with white spots, black ties with white spots, black and red, black and orange, black and green, black and purple.

In the week that this window trim was shown—Mr. Birrell changes his trims every Thursday—the entire stock of ties was sold out. There were also very heavy sales of shirts, which, as will be seen, were effectively displayed.

The trim cost $2.00 for material, which was arranged without cost on an old screen. It brought a very substantial profit from the neckwear and shirt sales themselves. Also, Mr. Birrell is satisfied, the trim was the indirect cause of bringing to the store many people who bought other lines.

MANY BUSINESSES WRECKED BY DETAILS

Meeting To-day's Competition—Frank Stockdale, Merchandising Authority, Tells of the Problems of the Retailer and of the Dangers From Without and Within His Business That Face Him—The All-importance of Management.

Frank Stockdale, Advisory Councillor of the United Advertising Clubs, and one of the foremost authorities on Retail Merchandizing Problems, early this month delivered a series of four lectures in Toronto. The first of these lectures, dealing with the General Problem of "How to Meet To-day's Competition," is reproduced in brief herewith. We believe that some of the points raised are points of the most vital import to every merchant at all times, but especially under the trying conditions of the present time.

The other lectures will appear in subsequent issues.

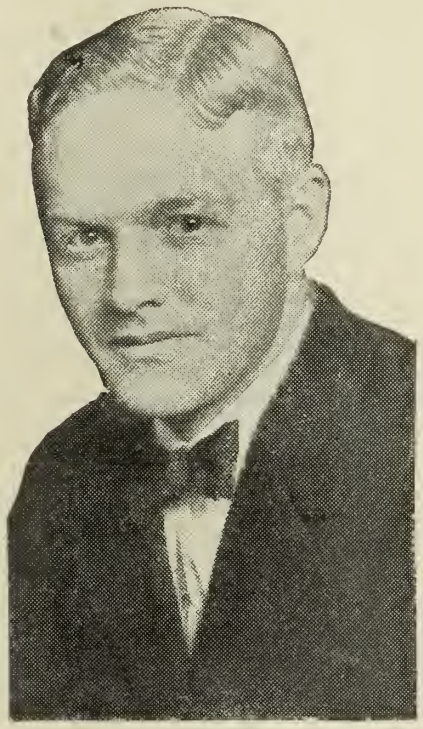
"ONE of the earliest and most important problems with which every retailer is faced," stated Mr. Stockdale, "is a problem that is known as 'rising costs,' that is, the increased expense of conducting retail business as compared with conducting a business ten, fifteen, or twenty years ago." He stated that an investigation of 1.560 stores revealed the fact that the expense of conducting retail business had in the course of twenty years increased until now it was approximately double.

"In the last three or four years I don't know exactly where they have gone, but I know where they are going. Everyone knows what is happening now in the retail business and what is going to happen as long as conditions exist as they are. While the expenses of conducting retail business have doubled, I have yet to find one retailer who has been in business over a period that long, who has been able to increase his gross profit. If the expense of doing business twenty years ago was 12 per cent., to-day it is approximately 24 per cent. If the gross margin twenty years ago was 31 per cent., the man who could run his business on 12 per cent. had a net profit of 19 per cent. The same man to-day would have a gross profit of only 7 per cent. and in some cases the variation is wider. Some cases to-day there are in which only 3 per cent. profit is made where years ago it was 17 per cent. or 18 per cent. The net profit was six times as large 20 years ago as it is to-day.

"This is one of the fundamental points, and it has to be excavated carefully if the retailer hopes for success, consciously or unconsciously.

Cost of Doing Business Dependent on Cost of Living

"Do you realize that costs are rising more rapidly now than they have in the past?" said Mr. Stockdale, who stated as the reason that the cost of conducting a business in a retail store is parallel or based upon the cost of living.



FRANK STOCKDALE,
The Noted Retail Merchandising Expert.

"Whenever the cost of living goes up, the expenses of conducting a retail store go up, just as sure as night and day follow each other," added Mr. Stockdale.

Another fundamental principle was the evolution in the kind of stores, which Mr. Stockdale enumerated as follows:

(1) *The crossroads general store which is vanishing rapidly with the advent of automobiles, parcel post and good roads movements.*

(2) *Specially stores such as men's wear, hardware, grocery, etc*

(3) *Department store (collection of specialty stores).*

(4) *Mail order house.*

(5) *Chain store.*

Management the Great Item

"The stores that exist to-day and are making headway are stores that are managed," said Mr. Stockdale, "and their progress is the result of the brain work which is being put into them.

"People in department and chain stores and the men at the head are more alive for information and experience than is the man in the specialty store who manages the whole business himself. Men who run department stores recognize that management is the great thing, and they also recognize that the problem in the department store is to manage managers and to make good managers of the managers who are managed.

"To-day we are face to face with the problem of management. The thing that is holding the margin of profit down is the management of stores. My experience has taught me that management is the most acute of retail problems. A knowledge of how to sell, how to control, how to run a store in general, is the reason for the success and the growth of the various kinds of stores."

Mr. Stockdale pointed out that owing to abnormal circumstances an investigation of business should not be made on present conditions, but should be based on conditions which existed some time back. "If such an investigation is made" said Mr. Stockdale "you will get a clear vision that management is the real big factor in the market."

Three Types of Managers

Outlining three distinctive types of managers, Mr. Stockdale classed them as follows:

The fearful manager, who is fearful that the man he is directing will not do the job right, and who, therefore, loads himself down with details. This kind of manager, he said, could not delegate authority and did not usually get very far. The second type was the domineering manager who, he said, was not wanted where brain power was required, though he was all right where he supervised men who worked with their muscles. The third type, and the one who is getting the farthest, was the expectant manager, who sets a standard and lets others know that he is expecting them to come up to it, reward being on the basis of their attainments.

Mr. Stockdale added that the man who gave him the outline of the latter type of manager was a man who spent over one million dollars annually in advertising.

Referring to the pioneer method of laying roads along the calf paths through new country, Mr. Stockdale reminded the audience that to-day we have progressed beyond the calf path stage and had come to the scientifically laid roadway. This was true also in retail merchandising, we had developed beyond the calf path stage.

"We must remember this" said Mr. Stockdale, "that we must eventually come to the civil engineer stage, that the problems of retail merchandising must be figured out with the precision of an engineer's pencil and the sooner we recognize this the better we will be off.

"Many retail merchants are of the 'fearful manager' type, and get lost in the details of their business. The same thing applies to managers in department and chain stores. They forget to look at things in the right aspect. They lose sight of profits and when they do that their chance of success is lost."

Mr. Stockdale aptly illustrated his point with a story to the effect that a travelling salesman who had been calling upon a certain merchant for fifteen years stopped one day on entering the store and asked the merchant, standing with broom in hand, what he was doing at the same time fifteen years previous. The reminder that he had been doing the same operation for so many years brought a much needed awakening.

The Unwisdom of Doing the Work That Others Can Do As Well

"The same principle applies to all branches of business" said Mr. Stockdale. "Whenever you can hire a man to do a thing cheaper than you can do it yourself, and don't do it you are missing an opportunity for growth. There is no rule to allow a man to-day to do $12 a week work and reap $25 a week returns. It does not work out that way in this world.

"There is another thing every man in business must recognize. Unless he can delegate authority in these days of competition, he cannot hope to maintain his end of the competition struggle.

Driving home his point Mr. Stockdale bluntly put the question to the audience: "Are you the fireman or are you the engineer, the man who watches the signals or are you the man who shovels in the fuel and lets someone else do the directing?"

"Two things we must do in order to make our profits in spite of rising cost, in order to make our profits with the net profit so small, and one of the reasons why we must give so close attention is exemplified in the bigger stores. I know stores whose cost of doing business is 27 per cent. The net marking which is the gross profit is approximately 30 per cent. That store is making 3 per cent. net profit. In the old days there was 17 or 18 cents profit—the merchant could lose 6 cents and still have 12 cents, but what happens if the merchant to-day lost 6 cents? His 3 cents is on the other side of the ledger and it is whenever profits get small that we have to figure closely.

The Dangers of Waste and Lost Motion

"Two main things to look after are waste and lost motion. Waste which does not consist of any motion at all is the thing in business to-day. Waste in stores to-day is in the clerks that are doing nothing and that is small to the waste that is in the merchandise that is doing nothing. It is an easier problem to get the maximum efficiency from merchandise than from the clerk.

"The average merchandise stays on the shelf six months in the United States," said Mr. Stockdale, "which means two turns a year, taking stores of all sizes and kinds, and there we have one of the big and vital problems in merchandising.

"When net profits get down to 3 per cent., and lots of specialty stores run on 3 per cent., we are up against the real proposition in handling figures. The vital question is 'What is the profit on merchandising?' If I know where my profits are, I know where to put my efforts, and I know where my losses are. If I know how to compute my profit on an article, I know how to conduct that business. I know enough about that business to conduct it profitably. I can put my finger on the sore spots."

In conclusion, Mr. Stockdale pointed out that the foundation of all retail business is a knowledge of profits.

Linking up the main points of his line of argument as to how the retail merchant can meet competition to-day, Mr. Stockdale stated that the first thing laid down is that "we must get down past the stage of theories and work on principles. In the second place, the rising cost of doing business is complicated and made so intricate that we must give special attention to figures. In the face of to-day's competition we must recognize that management, real management that studies all phases of retail distribution, must have more of our time, no matter what size store we are running. We must get down to these two principles, i.e., to eliminate all waste in goods and help, and get away from guesswork and have absolute knowledge."

The discussion which followed the lecture brought forth many interesting questions, which were treated in a very satisfactory manner by Mr. Stockdale.

Answering a question in regard to the retailers' influence upon the "high cost of living," Mr. Stockdale replied that the retail merchant was least to blame for the high cost of living of any person in the world.

A merchant who had a competitor selling the same line of goods cheaper than he could afford to mark them, queried Mr. Stockdale as to the best procedure in such a case, which was evidently due to a lack of knowledge of the cost of doing business. The reply was that "if the competition was so great that I could not make any profit I would decide that I should be in some other business. Competition based on ignorance is the hardest to meet," added Mr. Stockdale, "and the merchants who are making the real success do not allow any person to set prices for them."

A merchant in the audience, who had had previous experience with the same difficulty, made answer that in one case a number of merchants troubled with such a competitor paid him a personal visit and showed him the mistake he was making in selling at such a figure that it was plainly evident he lacked a knowledge of the cost of running his business.

"What in your opinion is the chief cause for failure among retail merchants?" was next asked.

Mr. Stockdale laid emphasis on management in making his reply. "The greatest source of failure to keep books, to know about the business, to look after the buying and the market, is because a man tries to look after too many small details." Mr. Stockdale added that only one thing was worse than the failure of a man to have at hand figure facts about his business, and that was to have figure facts that were not truthful.

In replying to a question re cutting prices on advertised and non-advertised lines, Mr. Stockdale stated that "the man who cut prices on advertised lines is usually a pretty wide-awake merchant."

"How about the man starting in business who has not reached the stage where he can live on 3 per cent. net profit?" was asked.

Mr. Stockdale's reply was that 50 per cent. of the retail merchants in the country were getting along without any net profit, their salary being included before a net profit is struck.

Mr. Stockdale was, in conclusion, asked to define profit. His answer was that profit "is the reward a merchant gets for doing an exceedingly difficult job a little better than the other fellow can do it."

KEEPING DIRECT TRACK OF PROFITS

(Continued from page 22.)

This proved the value of the system to Mr. Birrell, as it suggested a leak that investigation immediately discovered. It is easy to see how such a system as this would be an absolute check on pilfering either from behind or in front of the counter.

This system could be further extended by subdividing the stock into lines such as neckties, hats and caps, shirts and so forth, and keeping each individual line tabulated in the same manner as the stock as a whole. While this might help to even greater accuracy in buying, Mr. Birrell is of the opinion that this involves a lot of unnecessary detail in the case of a small business where the proprietor is in daily touch with almost every article in the stock. There is, of course, always a possibility of loading down a system such as this and making it so great a burden that it becomes a nuisance to keep it up and thereby defeats its own end.

For larger stores, where there is a number of salesmen, and where in consequence the use of a single record sheet of this nature would prove impracticable, the same idea could be worked out by means of the counter check book. A check could be made out for each individual sale and the cost mark noted. The tabulating could be done on a separate sheet at the end of the day from the records thus obtained and the gross margin arrived at in the same manner.

For the smaller store however the idea as developed by Mr. Birrell would appear most simple and effective and the satisfaction of knowing daily what progress is being made would compensate a hundred times over for the little labor and trouble involved.

G. D. Chidley, men's furnishings, Indian Head, Sask., has discontinued business.

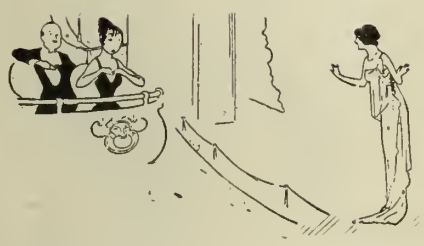
J. H. Woods has reopened his tailoring business at 170 Queen St., Charlottetown, P.E.I.

IS BROADWAY BECOMING STAID?

Our New York Correspondent Notes a More Grown-up and Less Frivolous Attitude on the Part of This Street's Habitues—War is Getting in its Work, Yet Life in Gotham is Far From Sombre.

IN a very little while now there will be started the usual campaign of just so many shopping days before Christmas. Everybody will more or less take up the cry of "Do your Christmas Shopping Early," and no one will otherwise pay much attention to the idea, such being the way of the preachers and the preached-to the world over. That season having drawn near there is a feeling stirring in the breasts of those haberdasher gentlemen who line the sidewalks on old Fifth Avenue and other thoroughfares adjoining that there are brisk days ahead of them. They argue along this well ballasted track, that probably most of us have had our hidden store of golden simoleons pilfered to a most disquieting extent owing to the unsettled state of affairs over the water, and that, therefore, when we are passing around those useful present hints, camouflaged as just an interesting item as to personal preference, there is more than likely to be a suggestion as to something wherewith to add to our simple masculine loveliness. Probably, too, Lionel, clamoring for a new set of evening accoutrements, will have it broken to him that they will have to form part of the celebrations of that festal day. That at least is the way that many Gotham dealers have mapped out the situation. By way of seeing that the proposed victims walk over the map as prepared, they are setting before these victims a variety of new ideas calculated to stir the most undemonstrative into a breeze of enthusiasm.

GROWING UP, PERHAPS



Now do not mistake me as meaning that these changes will cry aloud to you from the street corners. Nay, not so! They hide themselves coyly in the slightly different cut of lapel, in a modest novelty in the design of a tie, in a thousand and one unobtrusive changes. It is a rather new phase for us, we must admit. We are not going to those riotous extremes that were formerly our delight, those extremes that we used to start to-day, pass on to others to-morrow, and deny ever having heard of the day after. Perchance we are growing up a little, and, mind you, when I speak in this commendatory tone I am speaking for the majority of us. There is still the minority who love a coat because of its many buttons or its wild design in pocket flaps. There will always be this kind of folks, folks with the general idea of the small darkey who after drenching himself in perfume remarked proudly, "When you smell a smell, 'ats me."

It is possible however to introduce an innovation without its becoming such an unwarranted assault on others' nostrils.

NOVELTIES STILL TO BE FOUND

Now the well dressed man, the man who actually does himself well from the time that he leaps lightly from his morning plunge till the time that he turns off the midnight current, will find many a novelty to tempt his fancy. But let us rather begin with some more sober ideas of what will be generally worn during this winter season.

CHECKS ARE TABOO

The sacque suit will of course be the usual reliable old standby for the working suit. You can, moreover, consider your own tastes as to whether it shall be single or double breasted without offending anyone's feelings. The only place that you might possibly offend were it not for this gently warning word would be in any tendency towards a preference for checked design. We would speak not harshly but kindly on this subject, yet we would not have this kindness mistaken for any lack of firmness. Plaids of indefinite design, or solid colors, but checks! oh, no! The good old greys, browns, and blues will be the colors most generally in demand. To add a bizarre touch to the costume, if such is the desire, it is permissible to wear a fancy waistcoat, and when you come to them the deuces are wild, so to speak. Apparently you can't hurt anyone's feelings with a waistcoat, no matter how blasphemous its tone. If, however, you are a retiring chappie who likes to go through a crowd without leaving a backwash of gazers with eyes popping out of their heads so that you could knock them off with a stick, possibly you will follow the prevailing fashion of having the waistcoat of the same material as the coat, or of knitted material, which is equally modest.

WHEN EVENING COMES GAY APPAREL IS SEEN

Blue in Evening Clothes, Because Jet Black Under Electric Light — Diamonds in Shirts to be Worn Only One at a Time, a Restriction Which Won't Bother All of Us—The Frock Coat Again—Gas Helmets vs. Moth Balls.

There are some of us however whom Providence did not bless with an eagle eye, a commanding presence, or even a Hebraic nose. We may be of medium height and average rotundity, with our only outstanding mark of identification the sparsity that is hidden beneath our hat. Perchance we yearn to be enough unlike our fellows, so that every touty looking person we pass won't meet us with a hesitating look of recognition. Well then just as a matter of being different it is quite the thing to wear shepherd's check trousers with a dark check suit, that will in all probability be the only identification mark you need.

SIX A. M.—THE SHANK OF THE EVENING

Let us turn for a moment to the garb of festivity. Since the Tammany tiger is loose again, and it is to be presumed that in due season the lid will be removed and buried with due pomp, the days are surely coming when it will not be necessary to turn out into the chilly night. Then there will be some meaning in the good old slogan "Where do we go from here?" It will be more than ever necessary therefore to have the proper sartorial equipment for doing full justice to every festal occasion.

The latest thing, the thing that is undoubtedly causing Lionel some wakeful nights of anticipation, is an evening coat of blue undressed worsted with dark blue self facings and collar. The idea of the blue is that it is very much blacker than the blackest jet when seen under the myriad lights of Broadway. Of course if you happen to be one of those regular Johnnies who think that the evening stops at 6.00 a.m. the honest toiler with his dinner pail will probably stop to jeer at you; but who would grudge him his early morning laughter?

LOTS OF SHIRT TO SHOW

Another little novelty in evening coats shows an extremely wide open front. Slim chaps would look well in this variety, but the well upholstered gentlemen might find that it brought their upholstery just a trifle too much into the open.

As to dress waistcoats, there is a very natty yet unobtrusive variety in white piquet. It is a conventional sort of cut with short points and a V shaped opening. Its main distinguishing feature is the soft roll of the lapel. Another variety has a U shaped opening with long points. The lapel points seem to have slipped down in front somewhat, but as that is the originator's idea it is all right. This waistcoat has three buttons set so close together that were it not for the name of the thing one would do as well.

ONLY ONE DIAMOND

To complete this costume the shirt is, of course, a necessity. The mandate has gone forth that the soft bosomed shirt is to be no more. They were a comforting, comfortable garment and it will be hard to become accustomed to the alabaster front again. The shirt front will be dotted with three pearl studs. If a diamond stud is used by one of the opulent, the limit will be one, it not being considered the thing to dispose all one's assets about one's shirt front. The silk hat of moderate lines is the one for all occasions. The entertaining opera hat with the spring inside that one may sit on with impunity is also returning to favor and will be worn on many occasions.

WELCOME HOME, STRANGER!

There is another stranger in our midst too—the frock coat. Possibly you would not exactly call it a stranger. It was once very dear to us, and has always kept its grip to a certain extent, notably with floor walkers, undertakers, and sidesmen of the Anglican persuasion. But the fact is this, that nowadays if you stroll out in your morning coat that you had come to look upon as a hoary institution, and meet the family undertaker in his straight black, you will have to admit that barring his other worldly expression, he has something on you in the matter of absolute correctness.

SOBERING INFLUENCE AGAIN APPARENT

Overcoats—there are no great changes here. Some men are wearing a

Continued on page 32

GETTING THE RETAILER TO COLLECT BILLS

A Timely Consideration for the Fall Campaign—Protecting Accounts — How Confidential Relations With Bank May be Source of Strength to the Merchant.

Editor's Note.—One of the great problems that the merchant is continually facing is that of collections. It is the vital question. Problems of merchandising are serious enough under present conditions of high competition, but when the goods are sold the merchant is still faced with the problems of collecting his accounts, and on his success or failure in this one thing depends the success or failure of his whole business. Ill-advised credit is the most fruitful source of failure. Just now when the merchant is planning his fall campaign special attention should be given to this important matter. Now is the psychological moment to get after outstanding accounts. The harvest is over, and the farmer has received the money for his crops. He is in a better position to pay his bills now than at any other season. Moreover, all people who are directly or indirectly dependent on the activity of the farm, and there are many of these, are also in a good position to pay. This is a matter therefore that should have the dealer's closest attention during the fall months. The accompanying article that appeared in a recent issue of The Financial Post puts the situation so plainly, and is so full of suggestions that it is reproduced herewith.

THE branch manager who has to do with the small retail merchant is something more than a mere dispenser of credit. After making a loan he naturally becomes interested in the business affairs of a customer, in watching that the "margin of safety" is maintained. He establishes himself as a sort of financial adviser—and if he can make the relations those of a "business confessor" so much the better. Intimate relations between the banker and his customer are to their mutual advantage at practically all times.

Discussing the relations of bank and retailer with a bank manager in a city business district where there are many small accounts, I asked him what he considered was the most important factor in the solvency and stability of the retailer. From the fund of experience of many years in one community, he replied immediately that it was keeping close tab on the charge accounts. The bugbear of the small retailer, in his opinion, is the uncollected account—which so often becomes "uncollectable" after being "uncollected." He referred to an instance which emphatically covered his point:

"Only this morning there was a grocer in here who was bemoaning the disappearance of a customer who owed him $70. He had given up hope of making the collection. I figured out for him that on the amount lost—lost to all intents and purposes from his private pocket—he had dropped the return on, say, $700 of business. When he started out to figure what $700 business meant in his store and what it would mean in time and effort to get new trade to that extent. I think he caught my point that there was as much profit in checking up current accounts as in developing new ones."

The bank manager must of course recognize that the average retailer is in competitive business, that he must make certain credit allowances, and that he cannot always make hard and fast rules. But the fact remains that it is the experience of branch bankers who have been in their fields for years that the great majority of failures which have come to their attention have been the result of loose credits. The manager I have referred to impressed upon the retailer at all times the necessity of watching accounts. System is of course necessary but it need not be elaborate; the trouble is that too many small merchants have practically no system whatever.

In a general way the rule is good that, when a man has a weekly account, he should be asked to pay at the end of that time and that there should be no further credit unless there is ample explanation and assurance. The same would apply to a fortnightly account or to a monthly account—although the latter should not be encouraged unless there is a good understanding between merchant and customer. Also the manager may quite well advise the retailer to keep an attentive ear for news concerning his customers; changing conditions as regards local industries or personal affairs may often have a direct bearing upon the customer's proper current rating.

The foregoing merely illustrates one way in which the manager may exert an influence in the affairs of the retail merchant customer. The opportunities are frequent for suggestions or advice along practical lines, which will not only improve the account for the bank but will permit of better financial service by the bank to the customer as well as tend to increase the latter's business profits.

In many respects the small merchant makes errors of neglect or thoughtlessness which may have a direct bearing upon his credit standing with the bank and with the trade. For instance there is the reluctance—in some cases amounting to repugnance—in giving particulars about business affairs which are recognized as essential in establishing a business standing. These may be such as asked for by the mercantile agents for trade circulation or by the bank manager for confidential guidance in making a credit recommendation.

A manager told me the other day that the attitude of some merchants towards the representatives of Duns' or Bradstreet's was astonishing. They did not seem to recognize that these institutions were giving a service which had become to be a matter of routine with business generally and that they themselves were the only ones to suffer from failure to give proper information. There were business men "along the street" said this manager, who were in comfortable financial positions who were much more poorly rated than they deserved merely because they assumed a frigid attitude when the representative of the mercantile agency made his call.

This attitude is often maintained by applicants for bank credit. In such cases it becomes necessary for the manager to explain that he must have a candid statement of the customer's affairs. This may involve a verbal explanation or an auditor's statement and may often make it necessary for the manager to make some practical suggestions to a business man as to simple but effective methods of keeping track of his affairs. On the other hand there are many such cases in which the manager's knowledge of the standing of the individual in the community and his reputation for business integrity may be the deciding factor in recommending a loan which for another client with an evidently sound statement would not go through. Then of course the object for which funds are being raised is very important.

The question of the confidence of the bank in its customer is a matter which managers should discuss candidly. In many cases the retailer is not absolutely honest with his banker and in the long run his credit suffers. I know one manager who used to emphasize the point of the necessity for straight statements by telling the retailer that he stood in the same relation to the banks as his customers stood to the trade. The citizen who is not scrupulous may "jump" one account and go to another store but eventually if he keeps it up he will lose caste in the whole retail community. In the same way a borrower may move from one bank to another and gain

slight advantages by sharp practice but such benefits are small in comparison with the danger of losing his credit standing with the banks in general. A case illustrating this point came to my attention recently:

A small retailer in a western city borrowed $200 for 30 days. At the end of the period he was unable to meet the obligation and went to a second bank and borrowed the money to pay the first. Again at the end of the period he raised funds from a third bank to pay the second. Now, because this was a comparatively large business centre and the account was a small one, this scheme appeared to work successfully. But that merchant now admits that he later found that he can in the long run make better arrangements by dealing candidly with one bank.

That he should come to this conclusion is only natural. It must be obvious that if a merchant's credit was not sufficient to warrant a loan from one bank it should not be with another. Instead of moving from bank to bank—which could only be done for a limited time and in the case of small amounts—the merchant would undoubtedly have been better served in the long run had he dealt fairly by the first bank, providing of course that it gave him satisfactory service in his particular line of business. Had he given the manager full particulars of his standing and prospects and convinced him of his integrity he would quite probably have been as well treated in the first bank as he was in the second or the third. Ignorance of banks and methods and hesitancy in being candid in discussing business affairs with the manager are about the only excuses for a merchant forsaking the straight for the winding road in his business dealings.—J. W. T.

CANADA TO GET MORE ORDERS

United States Government Has Placed Business to the Extent of $50,000,000—Of Vital Interest to all Business Men —Best of Prospects for the Coming Year.

BUSINESS men the country over are vitally interested in the news that huge shell orders are coming to Canada from the United States Government. This will inevitably mean a continuation of the prosperous conditions of the past two years. *The Financial Post*, which announced this news in its issue of November 3, says in part:

"Within forty-eight hours an official announcement can be expected of the placing of American order in Canada for shells to the value of $50,000,000. Prominent Canadian manufacturers and members of the Imperial Munitions Board, including Sir Joseph Flavelle, have returned from Washington, where they completed the necessary arrangements.

"This is the most important development of the past three months. It nullifies the probable effect of the slackening of munition orders from Great Britain and assures a continuation of industrial activity in Canada. As the orders forecast are but a starter, it is not unreasonable to assume that for an indefinite period business conditions in this country will continue as favorable as during the past eighteen months. The importance of the impending announcement cannot be overestimated. It will completely change the outlook. A brisk, prosperous winter is ahead.

"Negotiations to this end have been pending for some time. From the standpoint of the U.S. Government, the placing of orders in Canada is purely a time consideration. The curtailment of Imperial orders left a number of Canadian plants, equipped to produce shells, idle. Uncle Sam could not turn out as large a supply of munitions as he needed. Therefore, he is willing to utilize the capacity of Canadian plants to speed up deliveries. It was the same motive behind the earlier placing of orders in Canada for underwear and other knitted goods.

"It is understood that the negotiations from the Canadian end were conducted jointly by members of the Imperial Munitions Board and manufacturers of munitions. Sir Joseph Flavelle and Sir Charles Gordon were in Washington, and among the munition men who figured in the proceedings were H. J. Fuller, president of the Canadian Fairbanks-Morse Co., and W. G. Harris, of the Canada Metal Co.

"The initial order will, it is understood, be for 3.5 in. shells, which corresponds to the 3.3 in. that has been made in Canada for the Imperial Munitions Board, and the 3 in. one that fitted the Russian guns. Experiments on the U.S. shell have been conducted in Canada very recently, and the results are said to be so satisfacory that a guarantee could be given the U.S. Government."

IS BROADWAY BECOMING STAID

(*Continued from page* 30.)

rather grotesque following of the idea of the British officers' trench coat, bellows pockets, seven in all. Probably the larger part of our five million fellow-citizens, however, are inclining to the good old staple cuts. It might be noted, too, that the belt all round is losing its favor among the most discriminating dressers, though there is plenty of sale for it yet among the younger fry.

Now for one or two stray ideas. Take shirts as a starter, colored madras or cheviot are the materials generally found in the better class shirts. These shirts in many instances have attached collars of white or colored material, while many of the colored shirts have white attached laundered cuffs. This idea of having the shirt and collar and cuffs of different colors is growing in favor. The colored collar, for instance, has become quite the thing, and it is possible to give rein to a fairly violent taste in this direction without overstepping the mandates of the time.

Alas! the Tan Shoe Finds Disfavor

The tan boot, we regret to state, is losing favor, and in its place dull finished black or enameled leather are to be worn. It is our opinion, however, that our tan friend will probably be a considerable favorite for a good time to come even if it is not considered quite correct.

As a last parting shot let me suggest that the knitted scarf is coming into its own again. There is also a tendency to favor throw-over scarfs made in regimental colors. By this latter novelty one is able to effect some violent color combinations and yet be able to give a satisfactory explanation.

MAJOR HACHBORN BACK

MAJOR E. W. HACHBORN, son of E. G. Hachborn, Toronto, is back from the front on six months' leave. Lieutenant Hachborn was wounded in one of the recent engagements, but a little rest is expected to effect a complete recovery.

Ketcheson & McCune, men's furnishings, Abbey, Sask. has dissolved partnership.

THE CHRISTMAS WINDOW DISPLAY

Trims Work Day and Night—Always Building For Trade — Never Show Damaged Goods—Value of the Price Tag.

WITH the Winter and Christmas holiday seasons fast approaching, merchants who are looking for the largest returns from business during these seasons, are busying themselves in the preparation of window arrangements that will be effective in drawing trade during these special periods of the year. Competition for business at these times is greater than usual and the only way to successfully compete is to have such window dressings that the passing customer will instinctively be drawn to further investigate and ultimately become a purchaser. Window displays have a tremendous effect upon the individual, and sometimes this effect reaches the proportions of a semi-hypnotism which literally carries him off the street into the store. Really effective window displays are irresistible and represent the most powerful medium for the attraction of trade. For this reason some few suggestions along the line of window dressing will not be out of place at this point.

Windows Always Open

In the first place, the merchant should remember that when his store is closed to the public the windows are always open, that is if he uses his windows to the best advantage. Generally during the holiday season this is the case, even if such is not the practice at other times of the year. At night, on Sundays and holidays, when your store doors are closed the windows can be made pay a dividend. People strolling along the street will pause before a well-lighted, tastefully arranged window display and pass by the dingy, unkempt one with disdain. At Christmas time the number of people on the streets at night is much greater than normally and this element is therefore of greater importance at this season. The people who are attracted will become your customers, all things being equal.

A certain merchant in a small city made it a habit to keep his windows dark; as a result he had no attraction after nightfall. On the other side of the street was a storekeeper who spent a few dollars a year for light and reaped a harvest by so doing. Which pays the better, and what course do you pursue?

It matters little what is placed in the windows as long as the goods are fresh and clean. Certain holiday goods are peculiar to every store, and it is not necessary to enumerate these herein, but freshness and cleanliness should be the predominating elements. Some merchants use their windows for a sort of dumping ground for broken and damaged goods figuring "Oh, well it's only for display and not for sale." Better by far throw damaged goods on the scrap heap than to place them before the eyes and judgment of the buying public. The story is told of a merchant who made a practice of displaying his damaged goods to such an extent that the public got the idea he dealt only in damaged goods and "seconds" with the result his business was almost ruined.

A Few Simple Points to Watch

After each rainfall the windows should be quickly rubbed over with a damp cloth. At the approach of night be sure to switch on the lights. One merchant makes a habit of turning on the lights each time a dark cloud obscures the sky, in fact at certain times of the day when the sun causes a glare he also switches on the lights, thus counteracting the effect of the sun by interior illumination. In the winter when frost is apt to cover the windows an electric fan kept running day and night is effective. In summer a fan constantly operating will keep the flies on the move and prevent a loss of merchandise, as nothing cheapens a window display as much as speckled and dirty goods. Never make the day time your window-changing period as it blocks the view of your merchandise when people are passing; do this work at night and be ready the next day for business with a fresh display.

The Price Tag

No goods should be shown without a suitable price tag. The necessity of showing a price is especially important in the holiday season. Some "high-grade" stores figure it is beneath their dignity to price goods displayed, but it has been the experience of many retailers that to make the windows a paying proposition they must have the power to attract. The greatest attractions are, first, the goods and then the price. Without tags a person can only guess at the price of goods admired. A price tag is a silent salesman, as often a person will gaze into a window and be attracted to the goods by the price or what is asked for the merchandise.

Coated cardboard is the ideal window tag, and a change of color is advocated. One week use white, next a tint and in summer use a black card with white letters as this keeps clean the longest. It matters not what color ink is used so long as the sign is readable and to the point. Abstain from the so-called "comic" signs such as "Take me home for $4" or "Use Bink's pills and never be ill." All persons will not have the same idea of humor as you.

Use Stands for the Cards—Not Pins or String

Use a neat stand to display your large cards and "bulldogs" for the small ones. Never use a pin or a piece of string to attach a ticket to the merchandise as both cheapen the display and ruin the card. It is better to invest a few dollars in suitable fasteners than to ruin many dollars' worth of cardboard year after year. A letter file may be used to advantage in storing unused signs; thus they are classified for future use.

When a card is soiled it should be thrown away for it never pays to use a card which has become dirty; it loses sales and gives the store a cheap appearance. In most every store will be found a young man with a knack for lettering. If you have no such person, select a clerk and let him read some good material on card writing such as appears in the trade newspapers. It will pay you to invest a few dollars along these lines for the convenience of a man on the premises who can letter is of great value and saves much time. The card writer who makes a business of doing rush jobs is seldom a good workman.

Don't Crowd the Windows

There is oftentimes a tendency on the part of retailers to do either one of two things in regard to window dressing. They will either sacrifice the selling value of their windows entirely or crowd them to a point where the display is worth little or nothing. Once again the merchant should put himself in the position of the person on the street. There is no attraction in the window where the goods are piled helter skelter and packed up against the front with about the same care displayed as when you throw corn in a bin.

The window is one of the best salesmen in the store, and, particularly when a store front offers two roomy, attractive, and well-lighted windows, it is little short of a merchandising crime to sacrifice them through negligence, carelessness or any other phase of mismanagement. A window well trimmed is an example of the same business acumen which induces the peddler selling produce to put the better and more attractive part of his stock on the top of the basket. The practical dealer selects the more attractive part of his stock, both as regards price and quality, and puts it in his windows. It will pay you, especially during the Christmas holiday season, to regard your windows as one of your most efficient salesmen.

Christmas Specialties Should Shine Forth

Merchants should require no reminder to see that any merchandise peculiar to the Christmas season is exclusively brought before the public eye at this period of the year. Each class of store has its distinctive line of goods which receive special attention for Christmas trade and no time should be lost in working these into advertising and window displays. It is not too early to com-

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COLLARS & SHIRTS

UNCERTAINTY AS TO EXTENT OF ADVANCES

Shirts Seem Sure to go Much Higher, But There Are Complicating Features — How About Collars?—Advances in These Seems Justified—Colored Silk Soft Collars a New Thing.

MORE perhaps because of the temporary unsettlement resulting from conscription than any other reason, merchants have been proceeding very carefully with regard to placing orders for Spring. Because of this, as has already been noted, there is sure to be heavy buying of a sorting nature after the New Year. There is another reason to expect this. Indications are that prices for Fall, 1918, will go still higher and many dealers seem inclined to keep their stock up to provide against the advance for that Fall, 1918, season. Writing MEN'S WEAR REVIEW, one merchant states that great care is now necessary. The pendulum has swung about as far as it can, he says, and is on the point of commencing to swing back.

There can be no doubt that the tendency in prices is of this pendulum variety. It is a very unusual cause which is making the pendulum swing at the present time, however, and there seems no reason to believe that the backward swing — the downward trend of prices—is about to commence. Indeed, all indications point exactly the other way.

No Downward Movement Evident

It is not the intention of MEN'S WEAR REVIEW to counsel heavy buying. Many merchants now have as large stocks as are advisable. On the other hand there does not seem any reason to feel that a downward movement of prices is coming which will make cleaning up stocks under forced sales advisable.

The consensus of opinion of manufacturers is to the effect that the prices for Fall, 1918, will be higher — that samples will probably be taken to the trade somewhat later. There is, however, the greatest uncertainty at the present time.

This uncertainty as to what is to come in the cotton market is brought out clearly in a letter received by MEN'S WEAR REVIEW from one of the largest users of cotton in Canada. He is dealing particularly with overalls, but the general situation is after all the same and for that reason we quote his letter in part here.

The Word of an Expert

"I have just completed a trip to New York, Philadelphia, and Washington, returning Saturday afternoon. The trip was for the purpose of keeping in touch with the market and possibly placing some orders, but I found in the American mills a very alarming situation.

"The United States Government has placed such large orders for denims and khakis that not a single broker or mill would even talk prices. One and all they said that they were completely sold up till next April and would not care to book any more business, or even consider any more business until that time.

"No doubt you know that the American army has adopted an overall and overall coat as the uniform for all their men to use when they are digging trenches, etc., so as to save their uniforms. This means that besides the uniform every man gets a suit of overalls, with the result that they will need a good many million yards of cloth.

"Through the committee that purchases clothing as a branch of the Council of National Defence, they have gone into the American market and practically bought the entire output of all of the mills in the United States for several months to come, with the result that they have bulled the market about 6c. per yard. In fact were we buying material, or could we buy material, on to-day's basis, overalls made of this material, if imported to Canada, would be absolutely prohibitive, probably in the neighborhood of from $28.50 to $30 per dozen.

"Never in the history of my business experience have I found things so alarming in the denim industry as they are in the United States to-day, and, of course, in Canada prices will follow what happened in the United States, inasmuch as all raw cotton comes from the American side.

"We don't know what to predict, or what is going to happen to a good many overall manufacturers that haven't sufficient contracts on hand to keep them going until next Spring.

Highest Prices in History

"*One thing is certain*—that we in Canada, as well as the manufacturers in the United States, have got to look to the future with a clear understanding that we will see the highest prices in denims that probably the world has ever seen, especially so if the United States raises two or three million men, or more, which is very likely in view of the very grave outlook in Italy and in Russia.

"I would not care to be quoted as predicting, I don't know what to predict, but I do not think that Canadian manufacturers as a whole for a moment realize what the conditions are in the East as far as finished cotton fabrics are concerned."

If this is the case with regard to products suitable for overalls and working shirts, it will, of course, be more or less the case with regard to shirtings.

Holding Off for Fall

And yet, as this manufacturer indicates, it is very hard to forecast. MEN'S WEAR REVIEW knows some very well informed manufacturers of shirtings who are not buying as yet for Fall. Their point of view is that at the present time cotton growers are evidently aiming to get 30 cents. If conditions continue as at the present time they can probably do this. There is, however, a possibility of the Government stepping in and fixing a price for cotton, which would certainly be below that 30-cent figure. Also there is the possibility that the cotton acreage may be almost double. Then Japan, through its influence in China, may get a big cotton crop. It has been said that China could not grow cotton. The same thing was said of Egypt and now some of the finest yarns come from there.

So the matter stands. Certainly it is not easy to find a solution, but putting all the facts together, higher prices seem practically assured.

By the way, silk shirts will undoubtedly be again popular. There is some talk from time to time regarding the extravagance of these. The endurance of them, however, makes the question of extravagance a very doubtful one. Moreover, evidently the Government was glad that these silk fabrics could be used as the tariff on them is very much lower than on cotton.

And what about collars?

This business of predicting prices is not only a difficult but rather thankless

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What Shall We Get Father?

A WINDOW *such as this, prepared by W. Hallgarth in D. E. MacDonald & Bros.' fine window, will doubtless have solved this question for a number of Guelph families. The trim was arranged before the holiday season commenced and yet it will have caused many to think of pyjamas as suitable presents for the head of the family, and for some of the older boys.*

Such trims should be very effective at this season, though, of course, when prepared in the holiday season, there might well be some show card directly focusing attention on the giving of gifts.

The composition of this window is exceedingly good. There is no overcrowding —nothing forced about the arrangement of the pyjamas, but a number of patterns are shown in a very effective way.

BEANS BROUGHT THE BOYS

Guessing Contest With Auto-car and Other Fine Prizes Brings Fine Trade to Chevrier's Boys' Department—Results in the Securing of Splendid Boys' Lists.

ABOVE a great city flew a huge kite, bright, attractive and alluring, particularly to the eye and the heart of the boy whose interests prompted this scheme of drawing him and holding his attention. The swaying hither and thither of this gaudy object proved the strong connecting cord which led the way to "Chevrier's."—"The Blue Store" of 452 Main Street, Winnipeg.

This kite was an example of the methods adopted, from time to time, by Horace Chevrier, the senior member of the firm and one of the most consistent and largest advertisers of Winnipeg. As a direct result of this scheme, much interest was enlisted in the boy's department of the store, which has now assumed large proportions.

Those Beans

Last September, just when the Fall clothing season was about to open, the firm decided upon a novel guessing contest. A large glass jar was procured filled with beans and placed in one of the display windows. In the meantime cards had been mailed to a large number of boys, many of whom were good customers of the store. On these cards they were asked to write the names and addresses of two boy friends. Accompanying the jar of beans in the window was a suitable card explaining that to the boy who would guess the correct or nearest to the correct number of beans contained in the jar a splendid prize would be given. There was just one requirement. Each boy, to be eligible, was required to leave his own name and address and on a card the names and addresses of each of two boy friends. In this way, the boys were brought into the store, and a list of good names running into thousands was secured.

Following the announcement through the advertisements of the firm, many replies came in from all parts of Canada, and, all through, the firm gained wide publicity. But the net result, in addition to a much stimulated turnover in the boys' department during and after the contest, was the addition to the firm's mailing list of these names, many of the owners of which doubtless develop into real customers.

An Auto Car As Prize

It required a good deal of thought and care to say finally what the prize should be. Interest would be shown largely in proportion to the value of the prize, and after careful consideration it was decided to offer an auto car. This doubtless involved considerable expense, which, however, was fully justified after the net results were summed up. There being no entrance fee, all boys would guess, and the interest was very wide.

The Department—Its Location & Extent

The boys' department of this store is located on the second floor. Here, it is away from the distracting influences which would perhaps be evident elsewhere, and the boy can be treated with the attention and care he merits. The firm has as manager in its boys' department E. Aubin, a man who has boys of his own and he knows how to treat boys.

Study the Boys' Tastes and the Parents'

A careful study of the tastes of the boy is made, and he is ever treated with care and courtesy. It is figured that time spent on him is time well spent, and his peculiarities are not permitted to interfere with the store's policy of giving individual and careful treatment to every prospect, be he of Canadian, British, French, Swedish or other descent. It is fine to see with what interest the boy spends his own money, and particularly when he is buying his own clothes, as many do now, having earned this money himself. Many of the boys still like the advice of "mother" or of "dad," and bring one or the other along. This calls for the exercise of care as to the treatment that shall be accorded them, and diplomacy has to be shown.

Display Methods Changed

The methods of storing suits, hats, caps, etc., as obtaining in the earlier days have been discarded, and now long tables and racks are used, so that examination of suits, overcoats, hats, caps and other lines may be conveniently made. Thus, much time is saved, and where there is a tendency to shyness it allows the boy to be freer without asking too many questions. Altogether, arrangement of stock is made carefully, but with a view to easy access.

Extensive Alterations Planned

So extensively has Chevrier & Sons' boys' clothing department grown, that plans are under advisement, which, when adopted, will call for the use of the entire second floor of their building. Space will be given to every new and popular style of suits, hats, blouses and Summer clothing and other special lines.

Bills, Ltd., hats and caps, Winnipeg, Man., has discontinued business.

Dominion Shirt Mfg. Co., Quebec, Que., manufacturers and wholesale shirt dealers, have dissolved.

CHEVRIER'S [The Blue Store]
Boys—can you guess?
—How many beans are in the Big Glass Jar.
—Come in and try. Ask for a guessing card.
—You might be the winner. why not?
THE PRIZES ARE SPLENDID
1st—Auto Car.
2nd—$50 War Bond.
3rd—$25 War Bond.
4th—$25 War Bond.
Don't forget the names of your two friends. It's names we are after.
THE GUESSING CONTEST CLOSES ON SEPT. 20
Read this Suit list out loud to Father and to Mother.
Saturday Specials
MEN'S POLICE AND CROSSBACK SUSPENDERS—Assorted patterns. Worth 50c. Saturday Special 25c
MEN'S BLACK HOSE — Union cashmere, black with grey heel and toe. Saturday Special 25c
BOYS' FALL TOP COATS—Blues, greys and browns, ages 3 to 10. Saturday Special $4.50
BOYS' SAILOR SUITS — Navy blue, with red trimmings, aged 4 to 10. Saturday Special $2.45
MEN'S TAN RAINCOATS — Full length tan gabs, motor collar, tabs on sleeves. Regular $7.50. Saturday Special $3.15
MEN'S MOCHA AND DOGSKIN GLOVES — Unlined. Finely made. Sizes 7½ to 9 only. Worth $1.50. Saturday Special 95c
MEN'S WORK PANTS — 200 pairs only, assorted worsted pants, strong materials, present values at $3.00. Saturday Special $1.95
Boys' Serge Suits
BLUE SERGE PINCH BACKS—A fine twill serge that will wear like iron. Always dressy. All sizes. Special at $10.00
BOYS' HIGH SCHOOL SUITS — American style Pinch-backs, form-fitting coats, patch pockets, athletic cut vests, tight-fitting trousers, fit like a glove. 32 to 36. Special $12.50
CHILDREN'S SAILOR SUITS — Blue cloth with red and white trimmings, bloomer pants. Sizes 3 to 10 years old. $3.50
BOYS' FALL TOPCOATS — Grey tweed mixture, voile lining only. A very swagger outer garment for the boys. Special at $10.00
BOYS' TRENCH TOPCOATS — A splendid garment for the Fall evenings. Many fine patterns. Pleated backs, belt all around, with buckle. Good serge lining. Sizes up to 38. Special at $14.00
YOUTHS' LONG PANT SUITS—A great showing of Fall patterns, in many styles. Form-fitting, Norfolk and Pinch-back Coats ..... $10 TO $15
BOYS' BLOOMER PANTS — A tremendous assortment of dark tweed and corduroy bloomers. Sizes 23 to 36. Prices ..... $1.00 TO $2.50
Boys' Suits
BOYS' SCHOOL NORFOLKS — Dark grey and brown tweeds. Good, rugged suits for the Fall school season. 24 to 33 only. $5.00
BIG BOYS' NORFOLKS—A good weight of cloth for the coming chilly weather. Tastefully tailored and perfect fitting. Up to 35 ..... $6.50
BOYS' CLASSY PINCH-BACKS—A fine showing of new patterns and designs at this low price. Never have our sterling values shown up any better than at $8.00
BETTER PINCH-BACKS—Brown patterns in serges, both stripes and checks. Also new colorings and styles shown for the first time. This line is positively guaranteed. Special at $9.00
THE "FALL 1917 NORFOLK" — A new idea in the ever-popular boys' Norfolk. The cloths are splendid in this line, and your boy will want this style. The bloomer pants are very full. Extra Special at $10.00
THE "ULTRA BOYS' PINCH-BACKS"—The latest thing shown in boys' clothing for many seasons. These suits are made with the same care and skill as the best grade men's suits. Sizes up to 34. Special at $12.00
"THE STORE WHERE GRANDFATHER TRADED"
Chevrier's
"THE BLUE STORE"
452 MAIN STREET
Opposite Old Post Office

Display ad announcing guessing contest, which was the means of building up a good boys' list.

KNITTED GOODS

MILLS WILL ANNOUNCE FALL PRICES IN DECEMBER

Business Placed by United States Government Still the Big Issue—Underwear and Sweaters Both Expected to Open at Largely Increased Figures—Shortage of Many Lines Possible in Near Future—What Buying Policy Should Retailers Adopt at the Present Time?

THE interest of the knit goods industry is still settled around the large war orders placed by the United States Government. That higher prices and considerable shortage will result seems inevitable. Manufacturers claim that they are providing for the home trade, but the existing labor conditions, coupled with the fact that deliveries on many lines are already in arrears, would seem to offset these statements. MEN'S WEAR REVIEW feels that all retailers who have not covered their season's wants in cotton hosiery and underwear should endeavor to do so at once as a serious shortage is almost inevitable once the season opens. This belief is based on the fact that Spring placing business was notoriously small. Retailers, many of them, objected to the prices asked and either did not buy at all or else cut their purchases down to much below normal requirements. In consequence, the mills were able to get this business cleaned up early and feeling that they were justified in keeping their machinery operating have accepted United States Government orders that will keep them running at capacity for a number of months. In consequence, once stocks at present in jobbers' hands become depleted, there will be but little sorting goods procurable.

Spring Prices Unchanged

Meanwhile prices on Spring lines remain steady, no actual advances having been recorded over those announced when the season was opened.

Most of the larger underwear mills will be showing their range for Fall, 1918, early in December. These will exhibit some tremendous advances, in some instances about 100%. Asked as to whether these prices will not materially constrict buying, the opinion of the majority was that it would. "We will however allow our regular trade the first chance at the line," said one representative, "if they show an inclination to hold back and not buy we will then accept more United States Government business and if the local trade runs short it will not be our fault. They will have had an opportunity to cover themselves." This attitude, expressed or implied, was noticeable in the remarks of other mill representatives who were interviewed. Good business, not very profitable, perhaps, but steady, is being offered them and it would seem to be against human nature to have plants standing idle waiting for the trade to make up its mind as to the quantity that will be needed for the Fall season. On the other hand the retailer certainly will not relish being practically told to buy now or do without and with the prices that will prevail it certainly will be no time for speculation.

In fairness to all concerned it should be mentioned that some of the mills are determined to thoroughly cultivate their local trade and are only accepting a very small proportion of the Government business that they could have secured.

Retailers Have Plenty of Socks

The same conditions would seem to exist in the hosiery trade. It is believed however that retailers, as a whole, are better stocked with socks than with underwear. The extensive purchases made by the Hudson Bay Co. on behalf of the French Government have pretty well depleted the wholesalers' stocks of heavier half hose, but these latter report very little interest in these lines on the part of the retailer and little apprehension is felt that any noticeable shortage will occur. Hosiery mills, like the underwear mills, have received heavy orders from our southern neighbors. Canadian mills have been in better position to manufacture the class of socks demanded for military use, a worsted ribbed khaki containing 60% wool, owing to the class of knitting machines in use. In the United States practically all hosiery mills are equipped with what are known as 240 needle machines or even finer, these being the class of machine necessary to knit fine cashmere, silk and cotton hose. Worsted and heavy wool lines have always been a considerable portion of the Canadian half-hose business and in consequence many of our mills have a large number of coarser machines, 140 to 160 needles, that are adapted for the regulation socks.

1918 Sweater Lines in December

Sweater manufacturers will be showing most of their lines to the jobbers around December 15, some a little before that time. But little change is expected in styles, the attention of the manufacturer being directed to the necessity of holding down prices as low as possible. The average increases over the prices asked for the present season will be about 27%. Asked as to whether present prices were not affecting the sweater trade, some manufacturer said "Where can the consumer replace the sweater with anything of better value? His peajacket or mackinaw coat has gone up to an equal extent. He has to have warm clothing or freeze and the sweater is his usual choice."

Nearly all the knitting mills that have been specializing on sweaters and similar lines have also accepted war business, in their case mostly knitted gloves. These firms however will assure the trade that the regular dealer's wants will be supplied and a number have started subsidiary companies to handle this government business only. There is, however, the question of labor to be considered and it seems hardly possible to expect that regular deliveries will not be somewhat interfered with.

United States News

United States underwear manufacturers show great disinclination to open their lines for the coming year. They claim to be absolutely unable to see that far into the future. Many of these mills will not quote prices before January 1. One thing however is assured and that is, that their lines when announced will, like those of the Canadian manufacturers, show tremendous increases. Lines that cost $8 for the Fall of 1916 and that are selling now for about $11 will be in the neighborhood of $15 when prices are announced.

The Proper Buying Attitude

The question for the Canadian men's

Continued on page 40.

Catching the Eye of Mother and Boy

TRIMS *such as the above, which was arranged in one of the splendid windows of Shannon & Grant's, Hamilton, store, are selling windows, first, last and all the time.*

Notice the range of suits shown—a number of different styles, different qualities, and, although the price cards do not show up clearly in the illustration, these, if seen, would indicate that the range of price is fairly wide. At a time like the present, when it is exceedingly difficult to get real value in the very low priced suits, the range of price cannot of course be as wide as in normal years.

And, overcoats, too, are displayed in this trim. In fact, this is a complete trim for boys' lines with clothing predominating, but with such goods as boys' shirts, boys' neckwear, boys' caps, also well to the fore—each one of these articles giving its suggestion of necessary purchases to the interested passersby.

As a boys' clothing selling trim this window is worthy of very careful study.

SCARCITY OF CLOTH GREATER--LABOR PROBLEMS

The Tendencies of the Markets Are Such as to Give the Clothing Manufacturer Some Anxious Moments—There is so Much Uncertainty as to Deliveries From the Mills That it Will be Some Time Before the Maker Knows "How to Cut His Cloth"—Labor Another Serious Problem.

THERE can be no denying the fact that the clothing manufacturer will find it increasingly difficult to maintain his line of cloths for the coming season. Evidences of this were seen long ago, but as the end of the season approaches the prospect resolves itself into one of more serious proportions.

Some Patterns on Hand

Many of the large houses are fortunate in having reasonably large stocks of some standard patterns, but others are, and will be, very short of these. Serges, for instance, will be scarce, and deliveries are hard to secure. In view of the fact that a good demand is anticipated from all parts of the country for clothing of the better grades, this makes an unprecedented situation for the manufacturers generally.

No Woollens from English Mills

The cloths, that have been coming regularly and uninterruptedly from England will come this year, if at all, in largely decreased quantities—very small lots being looked for even by the largest dealers. In conversation with one of the largest buyers of woolens from the English mills, MEN'S WEAR REVIEW ascertained that they held out little hope of securing any stock to speak of during the coming months.

The Question of Price in 1918

Since no manufacturer knows to-day, so to speak, what he may be charged for cloth to-morrow, it is impossible to give definite information as to the prices that will obtain for next Fall's offerings. There is one point upon which all are agreed, and that is that prices will be higher. One dealer states that the advanced prices at which they are now buying some cloths are much higher, from a percentage viewpoint, than previous advances have been. Cloth that was procurable in the English market before the war on a basis of three shillings, now sells at eight shillings and nine pence. We must inevitably expect to pay more, therefore, for what is wanted in 1918.

Standardization Is Looked For

It is expected that, with many of the Allied governments turning their attention, through their special commissions, to regulating the amount of wool to be woven into various cloths, there will soon be a standardization of fabrics that must be accepted generally throughout the country. It will not be a question of taste when we come to want a suit of clothes—it will rather be essential that we conform with requirements.

Canadian Cloth Products Limited

In the matter of deliveries of cloth from Canadian mills for the Fall of 1918, there is a decided tendency to cut down on all orders and to make limited allotments. If a manufacturer shows any inclination to decrease his orders, the mills are usually glad to have him do so. This applies particularly to tweeds and overcoatings.

Better Cloths in eDmand

It is a notable fact, that, notwithstanding the large increases asked, men are demanding a higher class of clothing. This seems to be the experience of every manufacturer interviewed by MEN'S WEAR REVIEW. This applies, as we to the clothing sold to young men and boys, and it indicates that there is an evident pride characteristic of our male population. It follows in our far West, also, where the writer had occasion to learn that even the foreign element was beginning to want a better grade of ready-to-wear clothing than formerly.

The Labor Situation

There has been some cause for alarm and some little hardship in the matter of labor as affecting the clothing manufacturer. One of our largest factories, employing several hundred hands, does not anticipate any friction through the effect of the war. This firm has about fifty men who belong to Class "A," but if these are called it will be able to take care of the vacancies thus created. Another factory, employing a large staff, has found that the complement of its workers has gradually readjusted itself until it now has a larger percentage of feminine workers than male, the former percentage of two to one, (favoring male help), being more than reversed now. The girls and women employed have proven themselves equally capable.

In other districts labor is very scarce and production is then being handicapped. This matter of help is one largely of locality.

Cap Sales Double

THIS has been a great season for caps. One of Canada's largest makers advises that his business for 1917 would show over one hundred per cent increase, accounted for partly by a larger showing of designs.

The wholesale trade report a splendid volume of business for this season of the year. All seem to be very well pleased. With the indirect benefits accruing from munition manufacture this should continue good.

There is, and will continue to be, a tendency to conserve cloth for next season. Patch pockets will have to be discontinued; likewise the belt. Pants will be smaller, in all probability, and the cuff will not be widely used. Where economy can be exercised, this will be done, and the tendencies are toward modest designs. The trench coat will likely go too.

Notes

W. J. Chantler, men's furnishings, Moose Jaw, Sask., has sold out.

P. Gagnon, Ltd., men's furnishings, Montreal, Que., has been incorporated.

Mark Davis for many years a successful commercial traveller, has joined his brothers, H. E. Davis & Co., manufacturers of waterproofs, coats, etc., at Montreal.

R. Schachher for nine years proprietor of the Great West Supply Store, Fort Frances, Man., has gone to Winnipeg to act as manager of the Bon-Accord Clothing Company.

PERSUASIVE POWERS OF A PONY IN MAKING SALES

With the Aid of a Shetland, V. Plante, of Craig Street, Montreal, Brings Business to His Boys' Clothing Department From Outskirts of the City Past the Big Department Stores, and Right Down Town—How it is Being Done.

MANY mothers in Montreal are buying their boys' clothes at V. Plante's, 161 Craig Street West, as a result of the persuasive influences of a Shetland pony. It isn't a talking pony. The talking is done for it, however, by Mr. Plante, his advertisements, his assistants, and a wide circle of his customers and friends. The values Mr. Plante offers in boys' clothing are also eloquent. But the pony is still the principal persuader for the present.

Started in September

Early in September the Shetland pony began to persuade business the way of Plante's store. About that time there appeared in the Montreal papers an advertisement announcing a big prize drawing coming off at Plante's around New Year's. The prize offered was a Shetland pony. Friends of Mr. Plante's, knowing him to be a judge of horse-flesh, and specialist in Shetlands particularly, had no doubt as to the judgment to be exercised in choice of award offered, and the conditions required for the contest were soon very widely made known. The contest is still in full swing. It will be decided at the end of the year, and the pony will then be awarded. But very soon after he started it, Mr. Plante discovered that to continue advertising it on a large scale was unnecessary. The pony premium fairly advertised itself.

Everybody Talked Of It

Boys, their fathers and mothers, and people everywhere in the city who got to know of the contest talked of it. Mr. Plante found business coming in rapidly as a result. This was of course his intention. But he had expected to have had to advertise a good deal more than he found actually necessary.

One reason for his starting the contest was the fact that Mr. Plante's premises are situated very much down-town, right in the business section as a matter of fact, and, though he has built up a reputation for boys' clothing amongst his patrons, there had been a risk of new business staying up town on St. Catherine Street.

To counteract the tendency Mr. Plante launched his pony scheme. A very considerable section of the community his store serves consists of working men who know good values, and who don't mind paying cash for them. Mr. Plante does not encourage credit business at all. But this community does not reside very centrally in Montreal. More often its various centres of residence are found well to the outskirts of the city. Many of the men who, with their families of sturdy young boys growing up, are customers of V. Plante's store, reside in open country just on the edge of the five-cent fare by street car to the city centres. Lots of residents out in these districts, owning their own homes, keep poultry, a dog perhaps, sometimes a cow (since the war sent up the cost of milk) and very often a horse. Mr. Plante knows his clientele. A horse-fancier himself he judged the appeal of a Shetland pony to his customers from the boys to their dads and mothers. His judgment has been justified by the business his plan had already brought by the middle of the month of its start.

The Method of the Contest

There is nothing elaborate or puzzling about the working of the contest. Every dollar paid into the boys' clothing department of Plante's store purchases besides its value in clothing a ticket entitling the holder to one chance in the drawing for the Shetland pony. The tickets carry numbers, and have counterfoils which are kept by Mr. Plante to identify the ticket-holders when the drawing has been held. By starting the scheme early in the Fall, and arranging to hold the decisive event at New Year's, Mr. Plante ensured a brisk patronage for his boys' clothing department at the opening of the school season, and a good steady current of business in boys' supplies during the coming of the cold weather. The fact that Plante's store features boots and shoes may here be mentioned. The abilities of boys to "go through" shoes are undisputed.

An Attractive Prize

Undoubtedly also the particular attractions of a Shetland pony in conjunction with a boys' clothing department are specially potent. The boys of a neighborhood usually get to know about the possibilities of owning anything that goes on four legs quicker than the girls can pass round the news of an engagement, a forthcoming wedding, or a new baby (the only living thing going on all fours, in which, by the way, the average boy is not interested). To the eagerness of the boys over the Shetland pony, discovered developing in many districts, Mr. Plante owes the reduction of his advertising expenses in connection with the prize scheme. Then, being in the horse business himself on the side, Mr. Plante was the better able to secure a really good animal for a prize. His men customers, the fathers of the boys for whom the clothing is being bought, have confidence in Mr. Plante's horse sense. The mothers have been eagerly besought by the boys to buy their new clothes, etc., at Plante's. The fathers have been hardly less eager about the little Shetland, and the result has been business for Plante's not only in boy's clothes (which alone carry the prize chances) but also in the many lines of workmen's clothes, and smarter apparel also.

MILLS WILL ANNOUNCE FALL PRICES IN DECEMBER

(Continued from page 37.)

wear dealer to decide is the proper action to take when the time comes to make his selections from these lines. First and foremost it must be remembered that quantity volume is going to be cut down—is found to be. The average man is going to get along with the least possible buying of such lines as underwear, as long as a little care and darning will keep the old garment in a reasonable state of repair. Then the investment involved should also be considered. If the customary purchase of one line of underwear has been 10 dozen assorted sizes, this would mean an outlay of $80 at the prices of a year ago. If the same garment is now worth $15, the same quantity will tie up $150 of the retailer's money. It will therefore be easily seen that great care must be exercised to hold the value of next Fall's purchases down to the expected volume of business. That is to say if a retailer sells about 5 dozen underwear at the new price, his sales in dollars and cents will represent nearly as much cash turnover as if he sold 10 dozen at the old price. Then too many things can happen in a year and although there seems no possibility of lower prices but rather that further increases are still in order, MEN'S WEAR REVIEW believes it is no time to speculate but that purchases should be held down to well within the season's requirements. It is a splendid time to comb all odd lines and all undesirables out of the stock. Goods that three years ago were considered unsaleable will sell now simply because they are of so much greater intrinsic value than similar lines now being offered. It would seem to be a splendid idea to devote selling energy along these lines and to consider them when making future purchases. In other words substituting is easy and justifiable when the line in stock is of better value than the one asked for.

On the other hand it is possible to err by too much cautiousness. A shortage is bound to exist in many lines of knit goods when the season opens, and the men's wear dealer knows, of course, that merchandise is necessary to do business. The problem is after all an individual one and conditions vary in different communities. It is worthy of notice, however, that several large retail concerns whose buyers have been scouring the country for goods have recently "put the lid on" and are now buying pretty much from hand to mouth.

SMALL ORDERS FOR UNIFORMS

Government Now Has Big Supply on Hand and it is Not Thought That New Army Will Necessitate Manufacturers Going Extensively Into This Uniform Work.

IT seems certain that orders for uniforms to clothe Canada's new army will not come up in such quantities as to upset, in any way, the clothing trade.

In the past week or two a few orders have been placed. Tenders were called for on military trousers in ten thousand lots, and four contracts for such lots have been given — three to Quebec Province manufacturers and one to an Ontario concern. One tender was called for tunics in ten thousand lots. Only one lot, it is learned, has been ordered by the Government up to the moment of writing—the order going to a Quebec Province firm.

The truth seems to be that in the military stores department at Ottawa are enough uniforms to clothe many more than the army which will at first be raised. One estimate puts the uniforms on hand at 250,000. Overcoats are said to be more plentiful than tunics and trousers.

When it is remembered that Canada only clothes her men until they go to England it will be realized that the uniforms on hand will go a long way toward filling the need. The orders which have been placed this month have been more to sort up the sizes than anything else.

Many rumors are heard as to the price the Government is paying for the military goods bought. It is said one maker is turning out trousers at $3.35. As the cloth costs $2.40 a yard, and it takes 1¼ yards to a pair of trousers, the margin of profit on such a figure would be—well, it probably would be non-existent. Another successful tenderer, however, assures MEN'S WEAR REVIEW that he got a bigger price than this.

UNCERTAINTY AS TO EXTENT OF ADVANCE

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job. Nevertheless on the question of collars there are a few points to be mentioned which have a bearing on price. The advance recently made by the manufacturers does not cover the advance cost of the cotton going into the collar. The advance on cotton per dozen amounts to practically 22 cents, therefore, the additional cost due to higher priced labor and higher laundering charges is a distinct loss to the maker. How long they will be willing or able to absorb this loss is somewhat of a question. It is noteworthy, however, that advances have recently been made across the line.

There is a new thing on the market in soft collars — colored silk soft collars. These are being sold to the trade at the present time from swatches, the merchant ordering the pattern and the style which he likes and having these made up to his order. These are sold, MEN'S WEAR REVIEW understands, at $4, retailing at 50c. The ground work is of white silk, but the stripe or patterns are of various colors — the saucier the better, it is said.

Waterproof collars are also interesting from a price standpoint. What is true of the other collars as regards advance in cotton prices is of course, true here. Since the war the increased cost of production due to the increased value of cotton has been very great, and added to this is increased cost of various chemicals. There has so far been no change in price sufficient to make up for the increased cost of production. It is quite possible, however, that before the end of the year some such increase will be made —an increase which will necessitate the retailer advancing his price to the consumer.

THE CHRISTMAS WINDOW DISPLAY

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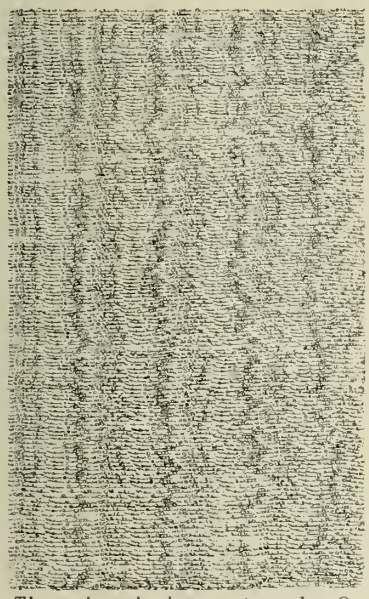
mence this practice right away and results will soon be forthcoming. Quantities of Christmas gifts are purchased weeks before the heralded day arrives, and quantities of food supplies are bought in weeks ahead in order that special Christmas delicacies may be made up in advance.

Every store has some special lines of merchandise to be pushed, and these should be made the feature of window and other kinds of advertising. The foregoing paragraphs outline some of the most outstanding pitfalls to be avoided and should be of value to the merchant in arranging his window displays. The chief points to be watched are seasonableness, cleanliness, tendency to overcrowd, necessity of price tags, keeping windows open at night, and commencing to display Christmas goods early.



The prize-winning post card. On this the words, "W. D. Charters, Men's Outfitter," appeared no less than 682 times. Can you read them as reproduced on slightly reduced scale?

CAN YOU DECIPHER THIS?

This illustration is nothing more nor less than the back of a post card upon which was written 682 times "W. D. Charters, Men's Outfitter." It won the prize offered by W. C. Charters, Moncton, N.B.

Mr. Charters' idea in offering to give choice of any hat in the store to the person who could most often write the firm name on a post card was simply to create interest. And the result was achieved. Twenty-eight cards were received, though the time allowed was only four days. And hundreds, though unwilling to undertake the labor themselves, watched eagerly for the results.

Mr. Charters, while satisfied with what was accomplished, feels the time allowed for entering this competition was too short. He intends soon to hold a somewhat similar competition, but will have it continued for three weeks.

BROADER FIELD FOR HAT INDUSTRY

Canadian Manufacturers Have Unique Opportunity—Labor and Fur Are Big Factors —English Embargo on Fur and Boxes Looms Up — Industry Fears No Depression From Conscription—Imitation Panamas to Have Big Season.

WITH English importations of hats being interfered with through difficulties of transportation and increasing difficulties of manufacture, and with the Italian industry in a very unsettled state owing to the recent turn in events in connection with the war, Canadian hat manufacturers are to-day faced with a unique opportunity for establishing themselves in the hat trade of Canada. It is furthermore the intention of Canadian manufacturers to take full advantage of the situation if labor difficulties, which are already serious, do not become acute; and also if importations of raw materials from England are not interfered with.

Shortage of help and shortage of fur are the chief difficulties of manufacture, and the former has now become the most important factor in the matter. The question now is, according to one manufacturer, "not how much you are going to pay, but are you going to get them?" This same manufacturer has been constrained to turn orders away with his factory working to full capacity with the available help.

Embargo on Fur Export

Some unrest has been caused in Canadian hat manufacturing circles over the possibility of English exportations of fur being cut off. In this connection the following paragraph from English correspondence to a local manufacturer is significant:

"English hat manufacturers assert they cannot get sufficient fur to carry on. They threaten to ask the Government to prohibit the export of skins and furs. but have agreed to hold their hands for the time until they see if there is any improvement in the supply."

If this embargo on fur were to be applied, local manufacturers state that the price of felt hats would soar very high owing to the fact that American cut fur would have to be used.

One of the big factors in the English fur shortage is the cutting off of a large portion of the Australian supply. Rabbits from Australia are being shipped in large quantities to France for food supplies for the troops. These rabbits are shipped in a frozen state and after being used their pelts have, in the past, been burned. Steps have been taken by English hat manufacturers, acting through the British Government, to save this source of fur. Local manufacturers state that if this action is taken the fur situation as it affects Canada will be greatly improved. In any case manufacturers are agreed that prices of hats are bound to go higher in the near future.

No Depression from Conscription

Canadian manufacturers fear no depression through the application of the conscription act, for though it is estimated that each man taken would wear on the average three hats a year, the cutting off of the bulk of business is compensated for by the wider field opened to Canadian firms through the curtailing of importations. Jobbers are expected to feel any depression to a greater extent than manufacturers owing to their inability to show as wide a selection of imported hats as heretofore. Local manufacturers are confident they can meet the demands of Canadian trade if they have the help required.

Early Spring or Fall cap made of velour-finished tweed. Shown by the Boston Cap Co.

The sorting of hats for Spring is expected to be heavier than usual when dealers find that the effect of conscription is minimized.

The English Hat Industry

One local manufacturer who has recently been investigating the hat situation in England has returned with considerable information of an interesting character. Speaking of the effect of conscription on the industry in England, he pointed out that in one factory which last year were allowed to keep forty people, who were exempted from military service, there were now only two left, and the plant was compelled to depend entirely upon girls and old men to maintain the output of hats.

Owing to the comparative inefficiency of this class of labor, the cost of hats has increased very materially, and it is expected that seven shillings a dozen advance will have to be paid by December 1, for English hats. This will mean an advance in price of hats to the Canadian trade of at least $2.50. This advance seems certain to take effect before the first of the year.

The dye situation is also said to be causing much difficulty in England. As regards cloth it is said to have been more or less solved but not as regards hats. The Canadian manufacturers are a little more fortunate as they report better results now from American dyes than at any time since the outbreak of war.

From other sources it is learned that Italian hats will be on the market in Canada for Spring 1918 trade for they are pretty well on the way at the present time. There is fear, however, that Italian hats will be practically off the market for Fall trade owing to the fact that the present condition of affairs in Italy renders manufacturing plants almost incapable of operation.

Great difficulty in getting straw hats in England is reported, and it is stated that what supplies of straws are available will be very high in price.

Good quantities of felts for stock have been purchased by some dealers. The idea is that many retailers who have been cutting their buying as low as possible will want to restock after the turn of the year. and jobbers will then be able to sort up from their stocks sufficient to meet demands. though it may not be

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MARKET REPORTS

THE MARKETS AT A GLANCE

The men's wear trade both retail and wholesale has been busy either finishing up Christmas orders or preparing for Christmas business. Incidentally all report immediate business a little quiet, and a continuance of this condition is expected until after the military tribunals have completed their work.

Clothing houses report a tendency on the part of the retailer to fight shy of extreme styles and there is some doubt expressed as to the possible influence of the plainer style tendencies that are noticeable in the United States. Limited ranges of cloths have been shown for Fall, 1918, and, as has been expected, further price increases are noticed. In fact the difficulty seems to be to get any assurance of any British cloths for civilian purposes during the coming year.

Neckwear houses are preparing their Spring lines and announce that a 75c retail tie will be practically the low price range. One or two houses will show 50c neckwear, but the range will be very limited.

From orders that are arriving it is evident that retailers are looking forward to 1918 being another big Panama hat season. Local felt hat manufacturers recently advanced most of their lines $1 per dozen.

Raw cotton has been very firm during the month and this fact combined with the heavy business placed by both the United States and France is bound to cause higher prices in underwear and hosiery.

Some underwear manufacturers will be showing Fall samples for 1918 on or about November 25. Very heavy advances are expected, ranging in some instances to 100 per cent. A majority of the sweater manufacturers will also soon be showing their range. No marked style changes are in sight, but price increases will run from 25 per cent. to 35 per cent.

Glove manufacturers report a great shortage of glove leather. Horsehides are almost unprocurable, even at prevailing high figures. Heavier leathers have somewhat stiffened during the month owing to a partial lifting of the British embargo.

Overall manufacturers have advanced some of their lines and talk is freely indulged in regarding $25 or $26 overalls. Present raw cotton prices would seem to indicate the justice of these increases.

UNDERWEAR FIRM

Many Mills Will be Opening Fall, 1918, Line About December 1—Large Increases Expected—Spring Prices Remain Steady

UNDERWEAR.—There remains a decided firmness in all lines of underwear that may crystallize into advances in the very near future. The state of the raw cotton market, where spot cotton touched 29.45 on November 13th, is bound sooner or later to cause advances, as mills are quoting prices that they claim are based on about 20c cotton. Many of the larger manufacturers, however, have heavy supplies of yarn on hand, and are anxious to hold down their prices as long as they possibly can. In consequence, no immediate advances may occur. On the other hand, the large orders from the Washington Government that have been accepted by practically all the larger Canadian mills will keep them busy for the next six or seven months, and will undoubtedly make any sorting lines almost unprocurable once jobbers' present stocks are exhausted. All dealers who have not covered themselves for their Spring requirements would seem to be well advised to give their immediate attention to it, as there is almost certain to be an acute shortage once Spring business opens up.

1918 Fall Lines Out in December

Most of the larger mills are expected to open their range for Fall, 1918, between December 1 and 15. One agent when asked about probable prices, said: "Forget it! I am trying not to think about it till I have to. They will undoubtedly be high. An increase of 100 per cent. over last Fall is not improbable in many lines." Asked as to whether the business placed by the United States Government would cause a shortage, he issued what was undoubtedly a warning to the trade: "We are willing and anxious to protect our customers for their Fall requirements, providing they give us the business when we go after it. For this reason we have only accepted a portion of the United States business that we could have. If, however, retailers hold back and do not place sufficient business, we will immediately accept more military orders, and then we will feel that we have done our duty to the home trade, and if they are left with short stocks it will be their fault, not ours. We are going to keep our factory running."

Jobbers state that it is expected that Spring deliveries will be good, as most mills are disposing of their home business before turning their plants over to these other orders, but are of the opinion that deliveries will be poor next Fall, as the mills will not have their decks cleared of orders already accepted until a month or two months later than the time

when Fall lines are usually started upon.

The whole situation is one of decided strength, although business from the regular channels is rather below normal, it being felt that many retailers are well stocked and will sell in so far as they can from old lines and neglect the higher-priced stuff until they are forced to consider it.

CLOTHING UNSETTLED

Considerable Uncertainty About Prevailing Styles—Increasingly Hard to Get Cloths—American Soldiers to be Supplied From British Sources

CLOTHING travellers are out with Spring lines, and so far it is noted that the tendencies are to buy rather staple styles. The uncertainty attending the conscription issue undoubtedly has something to do with this, as it is the young man who will be affected, and it is the young man who likes and buys the novelty suit. There is a movement on foot in the United States, started by a group of influential clothing manufacturers, to curtail all fancy styles in clothing from the viewpoint of cloth conservation. Just whether the trade will stand for this is a question. Most Canadian manufacturers feel that the young man will want a decidedly young man's suit, but they admit that American styles have their influence here, and if the plain suit becomes "it" over the border, it will certainly be largely accepted here. There is in consequence a good deal of uncertainty noticeable, and this is probably one of the reasons why retailers are contenting themselves with buying the plainer styles for the present.

Meanwhile the cloth situation is becoming still more serious. Many of the clothing houses are pretty well stocked with some lines of cloth, and are thus still able to hold down prices, but the prices that have to be paid for cloths now coming to hand show continued large advances.

One buyer showed a representative of MEN'S WEAR REVIEW a cheap grade cloth that he would not have used before the war at any price. This cloth was then quoted at about 50c, but now cost laid down about $2.25, and only a small quantity was procurable at that figure.

British cloth manufacturers have been given to understand that American troops as they arrive across seas will have their clothing wants supplied from British sources. This is going to make a gradually increasing demand that will still further diminish the allotment that is allowed to the civilian trade. Undoubtedly the only reason that Canadian wants have been as well supplied as they have is the fact that Britain is determined to keep up her exports. Many of the English clothiers feel that they have just cause for complaint in this connection, as they are getting but very little cloth at the present time.

Another vastly increased cost that has to be considered by the clothing manufacturers is the price of linings and trimmings. Black Silicia, that was quoted in August, 1914, at 12c, is now 22c, and colored striped lines are 26c a yard, with an almost sure further increase in the near future owing to present raw cotton prices. With increased cost of manufacture considered, it would seem evident that every increase in manufactured clothing that has occurred in the past two years has been well justified, and that prices asked are still below, much below, market values on many lines.

BRIGHT PATTERNS

Good Quality Shirts Selling — Fancy Cloths With Bright Patterns Favorites—Prices Remain Stationary

SHIRTS.—Travellers who have been on the road with Spring ranges of shirts report fair business. Good prices are being paid and the lower-priced lines are being passed up by a number of retailers.

Demand runs strongly to brighter patterns, Jacquard weaves and crepes being particularly good. Some lines of fine Scotch zephyrs are being shown, and they come in quiet, neat stripes; but these come at very high figures, and are only being taken up by the exclusive and made-to-order stores. Prices as high as $7.50 each are being asked for some of these cloths when made to the customer's measurement.

Prices remain stationary since Spring lines have been out, but with all cotton goods very firm, advances are not improbable as soon as cloths held at present begin to get sold out.

FELT HATS HIGHER

Canadian Manufacturers Advance Lines $1 Per Doz.—One Line of English Straws Advanced 25 Per Cent. —Panamas Selling Freely for Spring.

HATS AND CAPS.—The recent order prohibiting the export of all animal hair from Great Britain is having a direct effect upon the Canadian hat industry as it is going to shut off a large part of the supply of rabbit hair used in fur felt manufacture. On receipt of the news, two of the larger Canadian manufacturers advanced their prices $1 per dozen on nearly all lines. The market is decidedly firm and further advances are not improbable.

Spring deliveries are expected to be about a month later than average in so far as English lines are concerned but it is believed that orders will be shipped in plenty of time to meet the trade's requirements.

One British manufacturer raised his line of straws recently 25 per cent. at one crack. This last increase puts the better grade boaters at a price that will be higher than the cheaper grade Panamas. Last season was of course a very heavy Panama one and from orders being placed it is evident that retailers feel assured that the coming season will be even better.

It is conceded however that the better trade will likely swing towards the boater as the Panama is becoming too common and after all it is not as dressy as the split boater in a good quality.

There has been a fair movement in caps the past month although retailers are largely adapting the principle of buying this line from hand-to-mouth as the trade is always demanding something new. Prices remain steady with decided firmness noticeable and figures which a year ago it would have been considered impossible to procure are being cheerfully paid over the counter for the better class caps.

OVERALLS ADVANCE

Still Further Advances Recorded by Most Mills—One Mill Asking $24 for Plain Blues—Cloths Advance 4½c a Yard Inside Two Months

OVERALLS.—Several of the overall houses have made further advances inside of the last month, although the average price asked for high-grade lines is still $22.50. One of the largest manufacturers stated that further advances would undoubtedly be in order in the near future, and spoke of $24 to $26 before Spring was very far advanced. Cloth has advanced 4½c a yard since October 1, and this represents about $4 per dozen on the manufactured article.

One manufacturer who specializes on a line of grey cloth stated that over three-quarters of their Spring business had been done on this line alone. The price had been $19.50, and it was being raised immediately to $21.

There is little doubt that top prices have not yet been reached.

GOOD NECKWEAR

Swiss Silk Coming a Little Freer—No 50c Neckwear for Spring—Printed Lines Will Be Good.

NECKWEAR.—The neckwear manufacturers are busy clearing up the balance of Christmas orders, and have not as yet given very much thought to Spring business. Swiss silks are reported to be coming through a little more freely, but the reason for this is a slackening off in English and French business. Swiss manufacturers are still experiencing considerable difficulty in getting supplies of raws.

This trouble will likely be aggravated by the recent Italian military reverse.

Few houses are showing lines of 50c neckwear for Spring, the majority of ranges starting at $5.50 and from that to $15. Stores that a couple of years ago fought shy of 75c lines are now experiencing little difficulty in disposing of quite a number of $1.25 and $1.50 lines.

Printed failles, foulards, and satins are generally considered to be the leading feature for Spring.

ADVERTISING MEN'S WEAR BY MANY MEDIUMS

Methods of the Ritchie Company of Belleville, Ontario, Described, Analyzed, and Illustrated—The Use of "Store-News" Dodgers, Circular Letters, Manufacturers' Aids, Handbills, and the Daily Press—The Art of Suggestion in a Double-barrelled Advertisement—Publishing the Price Plainly.

AGGRESSIVE and extensive advertising brings business to the Ritchie Co., Ltd., of Belleville, Ontario. There is a wide range of suggestion in the list of their different forms of advertising. Almost every well known medium for publicity through print is made use of by this firm. Those methods that have been found most successful are used over and over again, and every now and then a new method is devised or adopted. For the advertising policy of the Ritchie Co. is nothing if not alive.

It Is Also Seasonable

Seasons and business are inseparably linked. Advertising and the seasons are closely associated also. In the range of the Ritchie Company's publicity will be found constant reminders that the time of year influences the minds of customers and prospective customers, and that the advertising suggestion of the hour must be seasonable or miss most of its power to persuade purse-strings cheerfully loose.

Take for instance one of the biggest spreads indulged in by the Ritchie Co., a handsome "dodger" or poster, reprinted probably in that form after insertion in the daily press. The one under attention of the writer at present is boldly headed "Ritchie's Midsummer Store News." It carries a date line like a newspaper, "Belleville, Ontario, July, 1917," and is further described as Vol. I. No. 2, a fact which indicates continuity in advertising, a valuable consideration.

Invites Neighboring Townspeople Freely

The feature of the store news is a big bold heading announcing that "The People of Madoc can shop in Belleville At Our Expense." A sub-head announces "We Refund Your Railway Fare," and swift, compact, simple, is the explanation of the plan given in two circular spaces. The one to the left declares that on purchases of $10 at the Ritchie Co.'s store single fare from Madoc will be refunded. To the right is a circular space containing announcement that on $15.00 purchase the Ritchie Co. will refund return fare to Madoc people. "To buy your Summer needs now, and at Ritchie's is a wise and prudent measure—May we serve you?" continues the advertisement. And then there follow plenty of store news items, quoting prices, giving full particulars, and furnishing illustrations. An "Editorial Section" goes into the matter of the policy of the Ritchie Store to keep prices low and quality high. Altogether the production is an interesting form of advertisement, and different in several ways from the ordinary "dodgers." Advertising has got to be out of the ordinary to attract attention, though the Ritchie Co.'s range of publicity indicates also in many ways a sound faith in the simple forms of advertising which have stood the test of time, and seldom fail to get the business.

Store News Personal Items

The Ritchie Co.'s Store News has a neat little way of living up to its title in a general and personal sense apart from its advertising function. For instance in its September issue, which took the form of an eight page paper, there were several kindly columns of interesting matter not in any sense advertising, and quite in line with regular newspaper and magazine literature. Many members of the Ritchie Co. now at the front were mentioned particularly, with the latest details regarding them, in a column entitled "With our Soldier Boys in France." A housewives' column with good recipes and household hints was given, and a cheerful "Just For Fun" column. The editorial column held a business-like chat on the Ritchie Co. principle of keeping the quality up and the prices down. Of course in an eight page paper there was abundance of room for store news of the selling sort, and the September issue of Ritchie's Store News was well filled with well illustrated advertisements of goods of all descriptions. The main appeal was to the lady customers of the store, but the back page featured a series of important Fall lines for the men, and did not forget the boys also in view of school opening. An unobtrusive notelet reminded working men that at Ritchie's they can find overalls, work-shirts, mitts, and gloves. Two displayed "slogans" appeared on this page. One was "Make Ritchie's Your Shopping Headquarters." The other read short and to the point, "Shop at Ritchie's and Save."

RITCHIE'S MENS STORE
Easter
Toggery
For the Men who want to be well Dressed on Easter Morn
First of all you'll want a "Socieity Brand Suit" and all the latest models are here, including many of the New Pinch Back Styles. Then you'll want Gloves, a Shirt, a New Cravat, a Hat, Collars and numerous other little accessories that do so much to complete your Easter apparel. Your Inspection invited Saturday
"See Men's Window."
RITCHIE'S MENS STORE
Two Special Values
You'll Be Pleased To Know About
1
Men's Flannelette NIGHT GOWNS
$1
These are extra values as they are old prices, and thick soft material. White and Colored sizes 14½ to 18, and priced very low at $1.00. Others at $1.25
2
Men's BATH ROBES
$6.50
Made of prettily patterned heavy Eiderdowns, woven border down front and around bottom. Girdle style and pockets both sides very special at $6.50
RITCHIE'S MENS STORE
Your Gift To HIM
To be most appreciated must we practical and Ritchie's Men's Store is the home of the most sensible and appreciated Gift suggestions imaginable. For instance it might be Hosiery, Gloves, Shirts, Neckwear, Mufflers, Underwear, Pyjamas, Nightgowns, Umbrellas, Club Bags, Suit Cases, etc., all at the most moderate prices.
RITCHIE'S

Three samples of the regular advertisements run by this firm.

Regular Newspaper Advertising

From the foregoing it is easy to gather that the Ritchie Co. favors advertising in the broadest possible way. Naturally the newspaper forms a big factor in Ritchie Co. publicity business. Some of the pithiest points for the attention of Ritchie Co. masculine customers and prospective customers are made in the daily press. Some of these are here illustrated. But to illustrate anything approaching to a comprehensive range of

them would take several pages more. The Ritchie Co. make good use of every form of advertising assistance lent by the manufacturers. They go after what they require in this line. When a manufacturer of men's wear illustrates in his own advertising to the trade something new in his line keen eyes in the Ritchie Co. organization take note of it, and in good time the new line is illustrated and featured in Ritchie Co. advertising to the consumer.

But good advertising isn't all a picture show. The power of the plain printed word can never be overthrown by graceful outlines, and subtle art suggestion. Over and over again in the Ritchie Co.'s advertising can be found the printed evidence of straight from the shoulder copy prepared with confidence in the quality being offered, and with pride in the power of the house to offer such surpassing quality at the prices quoted.

A Xmas Gift Sales Campaign

Just before Christmas last year the Ritchie Co. carried on in the daily press a campaign of publicity for the selling of Christmas gifts for men. The appeal of the copy had to be for both sexes naturally, and clever work was done in the production of it. In certain instances the advertising suggestion took the form of an illustration of the gift suggested, as for instance a club bag, but often the plain type bore the message. An appeal to the children also featured in the Christmas gift campaign. "What shall I give Daddy?" was the question asked in the heading. An afterthought added the phrase "And Brother," and a list of suggested gifts followed. This advertisement would probably do its work by being read to a youngster with the gift-giving instinct, and a little gift fund available, by a mother cultivating the generous impulse at Christmastide. It is but a beginning in the business of advertising to the younger generation, a field of publicity now being more widely considered by many dealers.

The Circular Letter

It has been mentioned that the Ritchie Co. makes use of the aids to advertising campaigns provided by manufacturers for retailers. One very interesting way in which the firm does this is found in their use of the circular letter in conjunction with the booklets on men's wear styles issued by many manufacturers. Using of course only such booklets as applied to styles and brands of clothing in their range, the Ritchie Co. enclosed copies of them with the accompanying letter to a selected list of prospective customers and customers of standing already on their books.

Dear Sir,—Enclosed you will find an illustrated and instructive booklet portraying to you a few of the nobbiest suits and coats that we are now showing.

We urge you to read every word in it, and study every model illustrated there, and then draw your own conclusions as to the advisability of selecting a garment from our large and extensive stock.

We know you will render a favorable decision, especially when we tell you that our most popular suits and coats are priced at $15.00, $18.00, $20.00, and $25.00, and every one a marvel at its particular price.

In this short space we cannot tell you all the good features of our Autumn clothing stock, but we would invite you and your friends to come in and try them on, price them, and handle them. Our showing is surely an education in clothing values and styles.

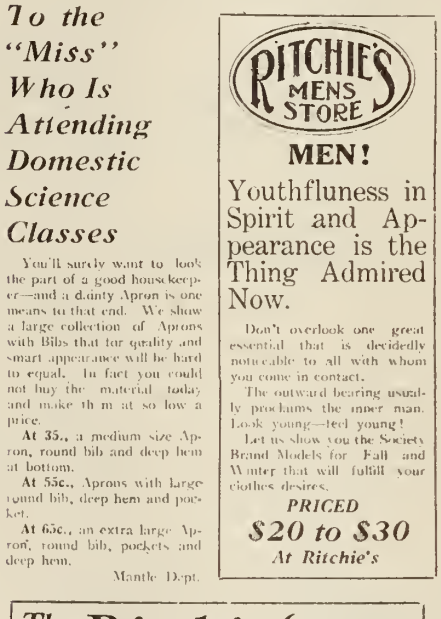
Come in whether a purchase is intended or not.

Yours very sincerely,
THE RITCHIE CO., LIMITED.

A Double-Barrelled Advertisement

The Ritchie Co.'s attractions for both men and women buyers have been indicated. Sometimes in their advertising they divide the honors almost equally between the ladies and the men. An example of this form of double-barrelled marksmanship in the advertising field is reproduced here. It very ingeniously associates certain ideas which eventually produce an effect upon the purchasing power of the masculine purse. The appeal to the feminine reader is more direct. This is in business-like accordance with merchandising experience. The subtle power of suggestion may be wasted upon the purchasing power of a girl going after a thirty to seventy cent commodity in the utility line, but is quite in order when it is to be directed upon the $20.00 to $30.00 purchasing power of a young man considering a new suit. On one side the double-barrelled advertisement referred to is addressed to the "Miss" who is attending Domestic Science Classes, and announces dainty looking aprons at 35 cents to 65 cents. The small typescript begins this way "You'll surely want to look the part of a good housekeeper and a dainty apron is one means to that end."

On the other side the advertisement is addressed emphatically to "Men!" and says most unhesitatingly "Youthfulness in spirit and appearance is the thing admired now," and goes on to tell of suit styles at from $20.00 to $30.00 at Ritchie's. It is not hard to discover the subtle connection between the thought of those domestic science class "Misses" in their dainty aprons, anxious "to look the part of good housekeepers," and the thought of men who in their youthfulness of spirit and appearance are admired. It is safe to say that if that advertisement sold aprons, and sold suits (and it did) both the aprons and the suits were mutually admired in actual wear by their respective purchasers. The advertisement is not illustrated. Perhaps it is better that way, for it calls up pictures almost too charming for pen to portray, and far more effective than even those "Three rooms complete—You furnish the girl—We'll furnish the home" illustrations that Dan Cupid must surely inspire.


To the "Miss" Who Is Attending Domestic Science Classes
You'll surely want to look the part of a good housekeeper—and a dainty Apron is one means to that end. We show a large collection of Aprons with Bibs that for quality and smart appearance will be hard to equal. In fact you could not buy the material today and make them at so low a price.
At 35c., a medium size Apron, round bib and deep hem at bottom.
At 55c., Aprons with large round bib, deep hem and pocket.
At 65c., an extra large Apron, round bib, pockets and deep hem.
Mantle Dept.
RITCHIE'S MENS STORE
MEN!
Youthfluness in Spirit and Appearance is the Thing Admired Now.
Don't overlook one great essential that is decidedly noticeable to all with whom you come in contact.
The outward bearing usually proclaims the inner man. Look young—feel young!
Let us show you the Society Brand Models for Fall and Winter that will fulfill your clothes desires.
PRICED
$20 to $30
At Ritchie's
The Ritchie Company Limited

How this store gains emphasis for the men's wear message.

Back To Business Though

But to get back to business again, and the men's wear publicity business of this Belleville firm in particular, consider the handbill idea the Ritchie Co. uses. There's one of them beside the writer now. It is printed on a bright yellow paper. The color is violent—not "violet" please, Mr. Printer—but handbills have to be pretty vigorously hued. A good picture of a salesman in action dominates the left hand top corner. The letterpress draws attention to the fact that the Ritchie Co.'s men's store is specializing for the season in men's suits to sell at from $15.00 to $25.00. It specifies the names of certain leading brands of clothes for men. Boys' suits are not overlooked, and the young men are especially mentioned. A complete Spring showing of hats, shirts, gloves, collars, ties, hosiery, and underwear is indicated, also a special in raincoats. The handbill is certainly comprehensive, and in appearance is quite in good taste, conveying an impression of a good store. This is not always easy to do by the handbill method. No doubt the advertising manager of the Ritchie Co. has had his troubles in this direction.

Price Usually Emphasized

A point of interest to men's wear dealers everywhere in connection with the Ritchie Co.'s campaigns of advertising in all mediums used is that in most cases prices are boldly emphasized. This is not absolutely invariable, but it is very frequent. Money talks in business, and the mention of price talks eloquently and persuasively as a rule in an advertisement. It is said to be the same in window dressing, and counter display, by many of experience. Sales come quicker when goods are shown priced in plain figures. This point is one upon which the Ritchie Co. of Belleville lay emphasis in advertising.

KANTKRACK

12 to 18½

Composition Collars give you satisfied customers.

They are made in all the best standard styles, made with a remarkable linen-like finish that promotes sales and pleases the men.

12 to 18½

Always show KANTKRACK Collars. The demand is good and the profit worth going after.

The price is only $3.50 per dozen. One dozen in a box.

Show those new ties on an

ONLI-WA TIE HOLDER

Display is everything in tie selling. The Onli-Wa Tie Holder will show your stock in a way that will surely bring you bigger sales. Any tie can be removed without disturbing the others.

Write for full particulars of the KANTKRACK Collar and the Onli-Wa Tie Holder.

The Parsons *and* Parsons Canadian Company

Makers of the famous KANTKRACK composition collar

Est. in U.S.A. 1879 HAMILTON, CANADA Est. in Canada 1908

LARGEST CANADIAN DEALER
ADEL. 760 WASTE PAPER
E. PULLAN TORONTO

CONDENSED ADVERTISEMENTS

BRITISH COLUMBIA TRAVELLER IS OPEN TO REPRESENT reliable concern; has excellent facilities and can give good service. W. E. Morphy, 569 Richards Street, Vancouver, B.C.

MANUFACTURERS' AGENT MAINTAINING SAMPLE ROOM IN Montreal, and covering Montreal and East, including the Maritime Provinces, selling both the jobbers and large retailers desires a good manufacturer's line. Box 500, Men's Wear Review.

WE OFFER UNUSUAL VALUES IN

SILK HATS

There's a style and a finish to every silk hat we manufacture that gets the attention of the carefully dressed man.

Ours is the largest and best equipped Silk Hat Factory in the Dominion. Our range is always complete.

Cover your requirements here and get prompt deliveries.

GEO. PROVENCHER

166B Elizabeth Street - - Montreal

Established 1894

BUY VICTORY BONDS—SAFEST INVESTMENT IN CANADA TO-DAY.

NECKWEAR

SPRING NECKWEAR TENDENCIES

Christmas Business Pretty Well Cleaned Up — Swiss Silks Coming Forward Fairly Well—Printed Goods Undoubtedly Will Lead For Spring.

A Persian pattern in a brocaded silk. Shown by Wm. Milne, Toronto.

NECKWEAR houses are all busy cleaning up balances of Christmas orders and are not very anxious to talk Spring business until they have decks cleared for action.

Christmas placing is reported very fair with the tendencies running decidedly to the better lines. Neckwear costing the retailer $15 a dozen has sold quite freely and lines at $9 and $10.50 are taken up as readily as $5.50 grades were three years ago. The $4.50 or $4.25 lines have practically disappeared. Manufacturer after manufacturer stated that they were not putting out any line under $5.50 for Spring. "The trade demands the large shape" said one designer "and although we could still put out some patterns of fair quality silk at $4.25 the shapes would have to be so small that the retailer would dismiss them as unsaleable."

Swiss Deliveries Better

Swiss silks have been coming through a little more freely and most firms have little complaint to make regarding deliveries. Prices of course are firm and even slightly higher although, possibly, the big factor entering into any increased figures that have occurred in the last few weeks has been the unfavorable rate of Swiss exchange. This represents nearly a 10 per cent additional cost to the manufacturer and is a reason why some buyers are turning more to the American market.

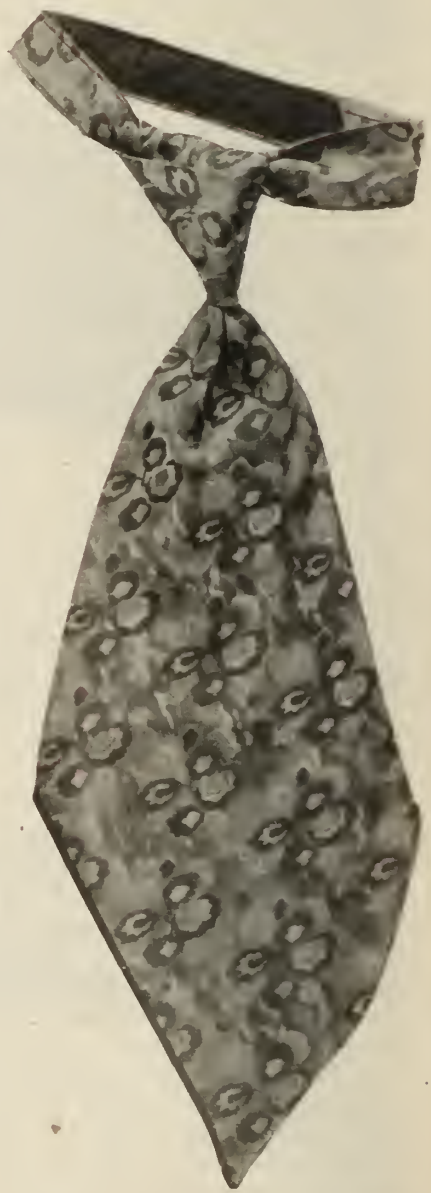
One silk importer said there was more Swiss silk coming into the country than ever before although the mills' output was cut down, but both England and France were buying little neckwear silk at present and this left plenty for the Canadian trade.

Swiss Brocades for Xmas.

Swiss brocades have undoubtedly had the lead for Christmas business although one or two manufacturers showed printed goods, satins, poplins, and failles, and report good sales on these.

Retail Trade a Little Quiet

Retailers report a decided lull in the neckwear business, which is, however, conceded to be only temporary and



Rich colored warp novelty shown by King Neckwear Co.

"Ahead of All"—that's our title and we live up to it

AHEAD OF ALL
M Co
Miller
TORONTO

THOUGH the condition of the market forced us to raise our prices we still offer the trade values that will give our "ahead of all" slogan added emphasis. The ever-growing scarcity of cotton, the tremendous consumption of it for explosives and other purposes is certain to cause a further increase in price within a short time. We, therefore, advise buying now, even for later delivery, and profiting by the unusual values in the Miller Line.

White Duck Pants, Lustre Coats, Duck Clothing, Boy Scout Uniforms, Khaki Combinations, Work Suits.

Be ready for a bigger-than-ever Military Demand.

The calling up of One Hundred Thousand of Canada's best is certain to create a lively demand for things military. Get your military department well equipped and give prominence to the ever-popular

Miller Walking Breeches

The best liked military breeches in Canada. Are you stocked? If not, write now for a sample assortment to

Excellent Styles, Superior Workmanship and Good Values are the outstanding features of

MILLER MADE

PALM BEACH

and Midsummer Suits
Duck Clothing and
Specialties for Spring 1918

MILLER'S
WALKING BREECHES
FOR
SOLDIERS
All Ranks can wear them in England and at the Front
Buy a pair NOW before you leave they will match your Tunic and cost you less
COME IN AND LOOK
AT OUR FULL LINE OF MILITARY GOODS

The Miller Mfg. Co., Limited

Makers of the Famous Miller Breeches

44 York Street :-: :-: TORONTO

to be caused by the uncertainty as to the actions of exemption tribunals. The war loan activities also undoubtedly affected business to a certain extent, causing a temporary fit of economy to attack a number of men. However, the uncertainty concerning these two issues will be cleared away before the Christmas season really opens and there is little doubt that there will be splendid business done then. The recent news that the United States Government is placing immense shell orders in this country, coupled with the magnificent returns that are assured from our agricultural industries, shows conditions that are bound to create a plethora of money in the country and a portion of this is equally certain to find its way into the tills of the men's wear dealers.

Printed Goods for Spring

All neckwear manufacturers agree that prints are going to be strong for Spring. This includes several who did not feature this class of goods for Fall and Christmas trade. These silks will come in failles, embossed satins, crepes, foulards, and poplins, and the patterns will continue to be decidedly noticeable. Some of the initial samples shown are loud indeed, but the trade got pretty well accustomed to these during the past Summer and found that the louder they were the easier they were to sell.

"We have to have large shapes and showy patterns," said one men's wear dealer, "and quality is a very secondary consideration." Therein lies the popularity of the printed lines. Many of them undoubtedly will not give the wear that the brocaded silks would but if they take the eye the sale is made. There will be a number of handsome ranges shown in these by every neckwear house that may be retailed for 75 cents, and they are the goods that the average retailer will make his low priced line for Spring business.

BROADER FIELD FOR HAT INDUSTRY

(Continued from page 42)

possible for them to give exactly what is ordered.

Big Season for Imitation Panamas

Though the imitation Panama received a good reception on the Canadian market last Summer, it is expected that it will be more popular than ever next season. Some jobbers declare that the imitation Panama will not last, and some manufacturers are also of the opinion that this trade is "but a flash in the pan." One of this latter type declares that the better dressed men will not wear the imitations because all classes of men will be wearing them.

Despite the opposition, there are several things in favor of the imitation Panama made from wood-pulp. It is said the Japanese Toyo hat will be rendered worthless if cleaned, but this does not apply so long as certain cleaning preparations ordinarily used by cleaners are not employed. Where the Toyo hat is cleaned by the application of a simple solution, or even with ordinary water, unless soaked, it emerges undamaged. Furthermore the Toyo hat will not break as will the genuine Panama hat. In regard to the matter of cleaning, dealers might be well advised in selling Toyo hats, to advise customers of the correct manner of cleaning in order that the hats will not be spoiled. The bulk of the public demand is for a Panama or some such similar hat at a price in the neighborhood of $5.00, and as long as the Toyo hat meets this trade it is expected to enjoy a big run of popularity.

Straw Hat Orders Light

Trade in ordinary straws is expected to be good, but orders for next Summer have been light. This state of affairs was not altogether unexpected by jobbers or manufacturers owing to the bad season last year and the fact that large numbers of straw hats were carried over. Some manufacturers have stored large numbers of straws for dealers, being stocks held over from last season at which time manufacturers urged the retailers not to slaughter prices.

Possible Embargo on Hat Boxes

Coincident with the intimation that an embargo on fur shipments from England is a possibility comes word that the export of all kinds of paper, including cardboard, may be prohibited. This naturally involves cardboard used in the making of boxes for hats, and English manufacturers have entered strong protest to the British Government. It has been pointed out by manufacturers that such action will practically kill the English export trade in hats, for without cardboard containers no shipments can be made. It is stated as possible that the British Government may consider the advantage to be gained from an embargo on paper to be greater than to maintain the export trade in hats, and if this is the case Canadian manufacturers will be called upon to supply even a larger proportion of the trade than is the case at the present time.

WHO KNOWS THIS?

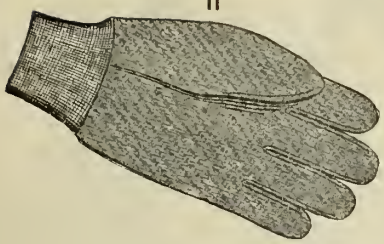
A subscriber writes asking for the names of firms who make a business of purchasing wool clippings, or swatches. We are unable to give full information and would ask the assistance of our readers in this connection.

SELLING UNIFORMS

The Location of American Units in Toronto Helps Local Clothing Men —Similar in Some Respects to Years of 1914 and 1915.

THE locating here of a number of units from Uncle Sam's Flying Corps has once more started a brisk business in uniforms that reminds some of the Yonge St. clothing men of the Winter of 1914—1915. While it is admitted that this business can only last for a short time and the total volume is necessarily limited it is interesting to note that the officers composing these units are glad to buy their uniforms here instead of in their home towns or cities. It is possible they figure that the Canadian tailoring houses have had more experience along these lines than their American co-freres and are thus able to give better satisfaction. Whatever the reason may be, a nice business is being done. Hawley Walker is one of the Yonge St. merchants who has secured quite a bit of this business. He states that the difficulty that is experienced in getting the uniform cloth is holding down their possible volume to a certain extent but finds the class of men that our latest Ally is sending over here, composed of splendid fellows with whom it is a pleasure to do business.

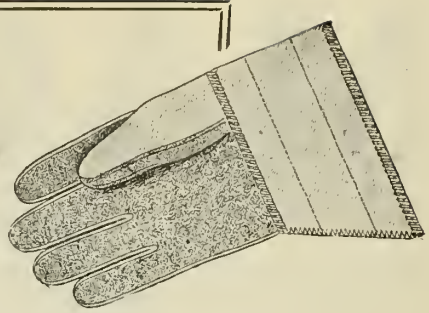
Begg & Co., of Hamilton, men's wear dealers, are applying for incorporation papers. The officers of the new company will be J. C. Begg, President; L. M. Begg, Vice-President; H. Carlburg, Managing Director; M. Bawden, Secretary-Treasurer; W. Begg and Wesley Markle, Directors.



TAPATCO
REGISTERED TRADE MARK BRAND

GLOVES

Make good on every job

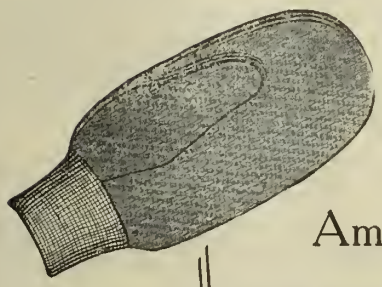


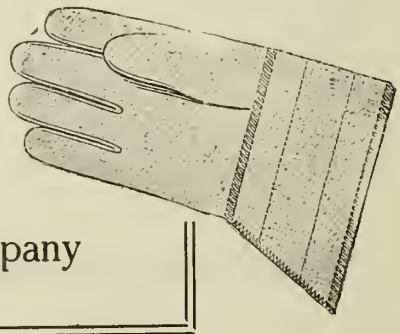
There is always a good, lively demand for TAPATCO Gloves. They are dependable gloves—comfortable, carefully made, and will give lasting satisfaction under the most trying conditions.

Sell a man a pair of "TAPATCOS" and you win his lasting good-will. Besides you secure a fair profit and lay the foundations of a bigger glove business.

TAPATCO Gloves are made in Gauntlet Knit Wrist and Band Top Styles, in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

Ask your jobber to supply you.





The
American Pad & Textile Company
CHATHAM, ONTARIO

SYCURA

the Ideal Flannel for Men's Wear

This cloth is a delightfully soft finish, and produced in 40 attractive designs. Sycura is specially suitable for Gents' Shirts, Nightshirts and Pyjamas, as it will not shrink, and the colours guaranteed fast. All Gents' Outfitters should stock this tested flannel with a reputation of a quarter of a century.

Pattern range and feelers are sent free of charge.

SOLE PROPRIETORS:

The Lanura Co., Ltd., Leeds, Eng.

AGENT FOR CANADA:

Mr. J. E. Ritchie, 591 St. Catherine St. W., Montreal

MACLEAN'S

for DECEMBER

∴ ∵ MACLEAN'S MAGAZINE GETS BETTER ALL THE TIME ∴ ∵

Snipers and Sniping—*by a Sniper*

A SNIPER is back in Canada—a star sniper, who has 34 marks on his rifle, every mark meaning a German life. Most of us know absolutely nothing of the work of the sniper, but the story—a remarkable one—is told in the Christmas (December) MACLEAN'S by the champion sniper of the Canadian Expeditionary Forces. This man was buried by a shell-explosion, was dug out by two comrades, and has lived to tell his wonderful story, in MACLEAN'S. It's worth 15c to get this story alone.

"Politics From Within"

—Leacock, of Course

TRUST Leacock to see a chance for his witty and humorous pen. He deals with the humorous phases of electioneering in Canada in his usual vein.

Why Laurier sent Troops to South Africa

THIS contribution, by Col. John Bayne Maclean, goes backward many years—to the time of the South African War in 1899-1900. That was when Canada first took up arms for the Empire. Politics, of a high order, was back of the decision to send Canadian troops to the Antipodes. It is "inside" history.

Oppenheim—Allenson—McBeth—Mumford

A LONG instalment of Oppenheim's absorbing story, The Pawns Count, is given in the December MACLEAN'S. A short story, by A. C. Allenson is seasonable. Madge Macbeth contributes a complete novelette, The Man Who Wasn't. And Ethel Watts Mumford, teller of delightful tales, delicately told, gives us the first of a series of short stories—Love and the Locksmith.

The Usual Popular Departments

THE Business Outlook. The Nation's Business, Women and Their Work, and the Review of Reviews—all are present in strong way in the December MACLEAN'S.

At All News-Stands 15c.

Gadsby's Story of the Union Government

GADSBY is saturated with Ottawa knowledge—much of it of the inside variety. He pokes about, talks with big men; and big men, and lesser ones, talk with Gadsby. Useful sort of man, is Gadsby. What he hears and learns he writes about for MACLEAN'S; and in this story of his about the new Union Government, he reveals the undercurrents on the movement that developed into negotiations, and which finally resulted in a Union Government. Gadsby adds interesting biographical information to his brilliant study.

Robt. W. Service is back again

BACK in MACLEAN'S, that is—in body, he is still in Flanders—where the fighting grows uglier all the time. Service has taken time to write verse for MACLEAN'S. You know well the virility of his style, and the gripping, human character of his verse. It is about life and men in the trenches he writes—about our boys far from us. It is worth something to see our boys as Service sees them. Read "The Shape at the Wheel" in the December MACLEAN'S.

Arthur Stringer writes a Beautiful Christmas Poem

STRINGER is a wonderful man—wonderfully versatile, wonderfully human. He is a master of the short-story and of the detective and mystery type of story; and he can climb the heights of literary endeavor, as he has in this passing sweet poem—Christmas Bells in War-time. Your heart is tender these times of horrible slaughter and of heroic achievement. and you'll be grateful to Stringer for putting beautifully your innermost thoughts and feelings.

"Craftana"

Registered No. 262,0[illegible]

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

Lion Brand Bloomers

Our stock of Odd Bloomers and Boys' Suits is very large just now. Mail orders can be filled promptly and at prices we consider big value but which are bound to advance later.

Just now our big seller in Odd Bloomers is No. 256 Brown Corduroy, Flannelette Lined, Governor Fasteners.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

New Forms to Stimulate Your Clothing Business

Men's Coat Form at Left.
Sateen Covered, as cut.....$8.00
Black Jersey, Covered 6.00
Add for Arms 1.50
9 in. Base—The New Non-Scratch Weighted Wooden Mahogany finish—or Metal, Ox. Copper if desired.
Vest Form at Right.
Sateen Covered, as cut.....$5.50
Black Jersey Covering 4.00
7 in. Base.

Herewith we show two recent additions to our stock. The shaping is such as gives the right hang to the New Clothing Models. These forms, and our others, will enable you getting the effects you want.

Quick action will get individuality and quality into your display

A. S. Richardson & Company

99 ONTARIO STREET - TORONTO

Get well stocked with these

Scarce Goods

English Cashmere socks, black and khaki, $5.25, $5.50, $6.00
Khaki ribbed wool socks.....$5.25 to $8.50 doz.
Heather ribbed worsted.....$3.50, $6.50, $8.00 doz.
Khaki mufflers.....$7.50, $10.00 doz.
Camelhair.....$16.00, $18.00, $25.00 doz.
Woolen Gloves, House Coats.

Easy Selling British Goods

We are Canadian agents for:—**Young & Rochester** shirts, neckwear, dressing gowns, house coats, etc. **Tress & Co.'s** Hats, Caps, Straws, Service Helmets, and Military Caps. **We stock** "Emcodine" and "Glengardeau" Trench Coats and Aquatite Raincoats.

A Full Line of Military Accessories

For C.E.F., R.F.C. and U.S. Army Officers, Cadets.

We carry complete lines:—Fox's Puttees, Trench Coats, Aviation Helmets, Triplex Goggles, Spurs, Crops and Whips, "Soldier's Friend" and other polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Slickers, Caps and Khaki Socks.

English Leather Leggings, Sam Brown Belts, Badges for all ranks.

Wreyford & Company

Wholesale Men's Furnishers and Mfrs.' Agents. Military Outfitters

85 King Street West - - Toronto, Canada

PEACE BY CHRISTMAS

A POWERFUL editorial dealing with the important war developments of the week, including Lloyd George's speech in Paris and Lord Northcliffe's letter regarding the new Air Ministry. These statements are a startling revelation of existing conditions in British political circles and confirm once more THE FINANCIAL POST'S policy in advocating these fearless, able men as the most essential for the winning of the war and for lifting us out of the mess into which the intellectual, incompetent Asquith-Grey-Churchill-Balfour combination had got us.

GOVERNMENT REGULATION AND THE HOG INDUSTRY

There is a serious and imminent danger that the proposed government regulation of packing profits will have the effect of handicapping the market facilities for Canadian grown hogs. It is not only proposed to reduce the profits on turnover but in addition to reduce possible income to a maximum of 11 per cent: Any step which is likely to interfere with the development of marketing facilities may quite easily reduce the price to the hog raiser to a much greater extent than any benefit to the consumer. The higher the market for hogs the greater the benefit of the hog raising industry to the whole country.

WALL ST. BEARS CONTINUING TO PLAY WITH C.P.R.

A special article from our correspondent in New York dealing with the market developments as regards Canadian Pacific stock during the week. The heavy liquidation in this stock continues; in fact over 500,000 shares or more than 20 per cent. of the entire common issue outstanding have changed hands since the 1st of July.

SHELL ORDERS CONFIRMED

Official announcements from American sources during the week have confirmed the advanced reports of the Financial Post as to orders placed in this country by the American government for shells. The business so far is for 7,000,000 75 millimetre shells. The American shell orders in sight total about $50,000,000 but it is expected that the orders will continue indefinitely and that the total will go at least $100,000,000 to $200,000,000.

The foregoing are only a few of the special features of the FINANCIAL POST'S 20-page issue last week. Attention may be directed to such other articles as:—

"Automobiles Have Helped Out on Farms."
"U. S. War Orders Will Help Our Trade Balance."
"Some Revival of Interest in Canadians."
"The Good and Evils of Short Selling."
"Railway Capital is Also More Expensive."
"Public Utility Companies are Facing a Crisis."
"Book Paper Probe Quite Intricate."
"Mr. McAdoo Does Not Want Bonds to Cross Border."
"Canada's Part in Future of West Indies."
"Prime Cause of Rise in Bar Silver."
"Big Business and its Part in Great War," etc.

These special articles were all in addition to our regular departments and regular service. These include News of Securities, with items on practically all important Canadian stocks, our pages for bankers with space devoted to practical problems of the branch manager, News of the Bond Market, dealing largely with the Victory Loan, Field of Municipal Finance, Investors Insurance Notes and Real Estate and Mortgages.

All features and departments are compiled and arranged in the interest of the Canadian investor and the Canadian business man.

Each issue of THE FINANCIAL POST is quite as interesting.

The following letter from a very prominent manufacturer and salesman indicates the high opinion in which the paper is held by its subscribers.

THE FINANCIAL POST,
Toronto.

Dear Sir:

Recently we sent you a subscription covering the delivery of The Financial Post to each of our Sales Agents and Salesmen throughout Canada. This was prompted by the fact that, in our opinion, your paper is the best barometer in Canada of what is going on in the different industries from one ocean to the other in this country. Your paper contains information valuable to any traveling representative of any firms.

(Sgd.) F. E. MUTTON,
Vice-President,
International Time Recording Co., Toronto.

Oct. 12, 1917.

THE FINANCIAL POST is mailed every Friday night. Sign attached coupon and take advantage of the splendid weekly service it gives its readers.

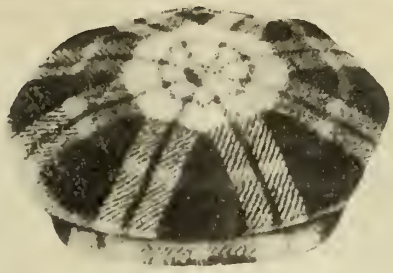
FINANCIAL POST OF CANADA,
143-153 University Ave., Toronto.

Please enter me as a subscriber commencing at once. I will forward $3.00 for my subscription on receipt of invoice.

Name .....

Address .....

M.W.R.



Plush Cap with special patriotic red, white and blue lining.

The Standard of Style

in the cap world has long been held by the popular "Boston."

Our new showing is well up to this standard, and is without doubt as complete an assortment of colors, shapes and trimmings as has ever been offered the trade.

Don't take our word for it. Examine our samples and judge for yourself the value we offer you.

Write to-day.

Winter Caps for Immediate Shipment.

Boston Cap Company

338 St. Urbain Street, Montreal

Taylor-Made

"STOP"

being peeved with cap customers

Here is a new cap case and a handsome piece of store furniture. Displays and keeps in order fifteen dozen caps and will only occupy three square feet of floor space.

It is a pleasure to sell caps from this case, as every cap in stock can be shown and replaced in stock with very little effort. You have no broken boxes, no trouble to find any size or price.

Order one to-day by mail, on thirty days' trial. If not satisfactory in every way it can be returned at our expense. Price $12.50.

The Taylor Mfg. Co.

Hamilton Ontario

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COMING!

A big demand for military accoutrements

Are you prepared to meet it?

Stock up now with a good supply of our

Buttons, Badges of Rank, Regimental Badges, Swords, Caps, Belts, Spurs, etc.

—Every necessary accoutrement for officers and men. Prompt shipments.

Write us now and prepare for the renewed demand when the new armies are called up.

The J. R. Gaunt & Son (Canada Co.) Limited

Beaver Hall Hill, Montreal

53 Conduit St., Bond St., London
Warstone Parade, Birmingham } ENGLAND

Bombay, Melbourne and New York

The Publisher's Page

TORONTO DECEMBER, 1917

November 8th, 1917

The Men's Wear Review,
Toronto, Ont.

Dear Sirs:--

We are desiring to know if you have any suggestions or special features for Christmas windows. Instead of just having the usual holiday touches we are desiring some feature, special in itself.

This is not in your line exactly, but thought you might have something in mind.

Yours truly,

---------- & Company, Limited

THIS letter, from a firm rated from twenty-five to thirty-five thousand, is but one of a number coming during the month requesting certain information or assistance.

An answer, of course, was prepared immediately. Moreover, an inquiry was set on foot which will result in some ideas, as employed by the most progressive merchants in other parts of Canada, being sent this firm.

Such Service Is Gladly Rendered.

MEN'S WEAR REVIEW is fortunate in being in the confidence of the brightest minds connected with the Men's Wear Business. What MEN'S WEAR REVIEW Editors do not know they do know where to find out.

MEN'S WEAR REVIEW, not only through its pages, but also through this service, is able to bring information or ideas to you bearing upon any point of importance to your business.

Sometimes it takes a little time to secure the necessary information. Let our editors, therefore, have your inquiries as early as possible.

MEN'S WEAR REVIEW
Gordon Rutledge, Manager.

MADE IN CANADA

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

MADE IN CANADA

"DOMINION" RAYNSTERS

PRINCETON

STAR

The dressy appearance of a raincoat depends upon the cutting. That is why DOMINION RAYNSTERS are distinctive. Our designers are specialists and know how to give each garment that trim, stylish effect, so much appreciated by careful dressers and wide-awake buyers.

The medium-priced DOMINION RAYNSTERS, illustrated on this page, are proof of that fact.

For further information, write to our nearest branch.

Canadian Consolidated Rubber Co.
LIMITED
HEAD OFFICE: MONTREAL

Service Branches

HALIFAX	TORONTO	NORTH BAY	SASKATOON
ST. JOHN	HAMILTON	FORT WILLIAM	CALGARY
QUEBEC	KITCHENER	WINNIPEG	LETHBRIDGE
OTTAWA	LONDON	REGINA	EDMONTON
	VANCOUVER	VICTORIA	

"DOMINION" RAYNSTERS ARE
GOOD RAINCOATS

TOOKE COLLARS

HERE is a new style creation—another example of Tooke efficiency in collar-making—a step in advance of all others.

MR. DEALER, would you be prepared to supply the demand for a collar of proven worth? If so, then your collar showing would not be replete unless it included the Tooke display.

Send us your order to-day. Our Branch House nearest you carries the full Tooke range.

TOOKE BROS., LIMITED, *Makers*

MONTREAL TORONTO WINNIPEG VANCOUVER